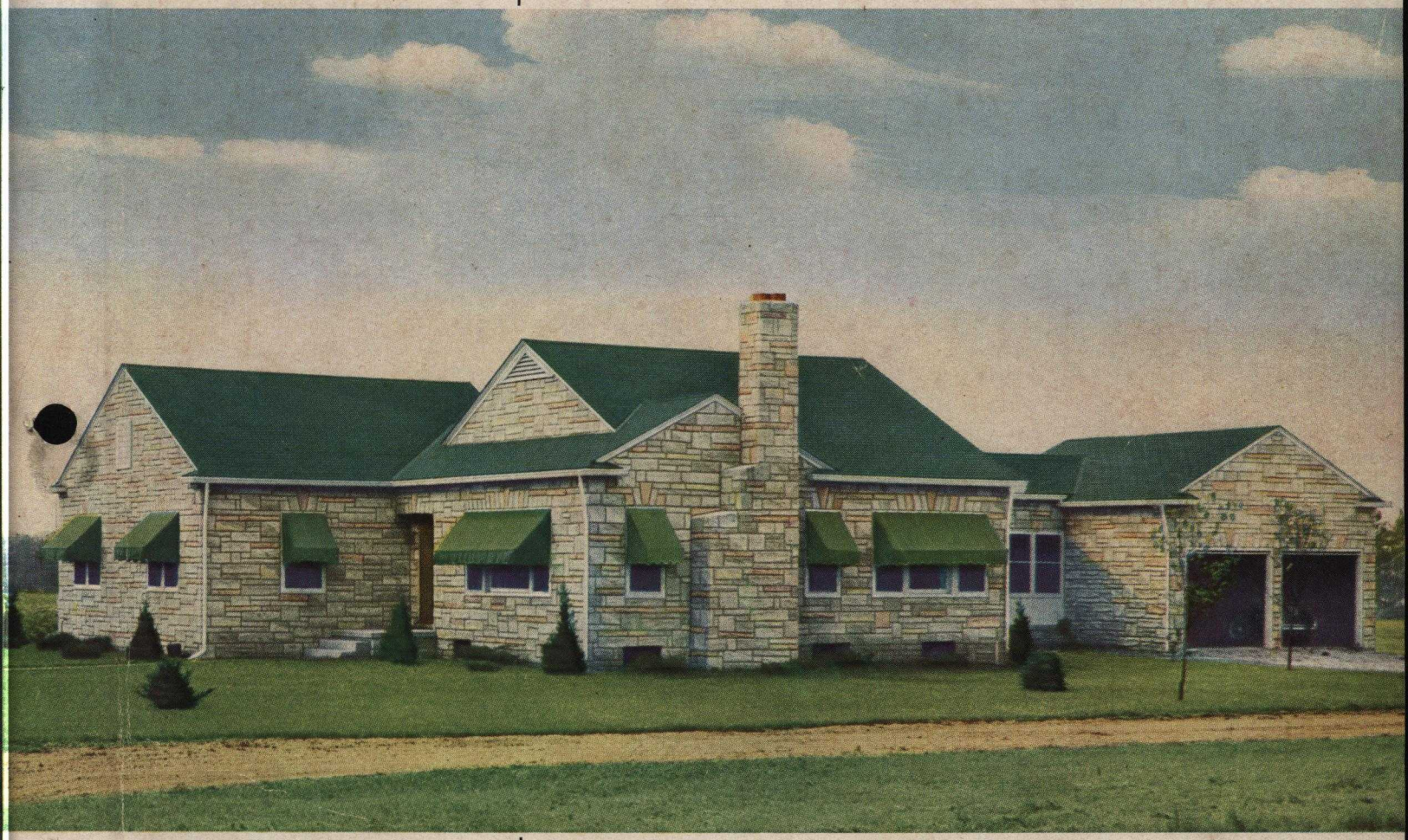
PERMA-STONE

Registered Trade Mark

PERMA-STONE COMPANY
COLUMBUS 11, OHIO 719 EAST HUDSON STREET

beautiful, permanent ultra-modern exteriors

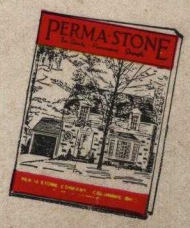


outstanding examples of modern designs in home building

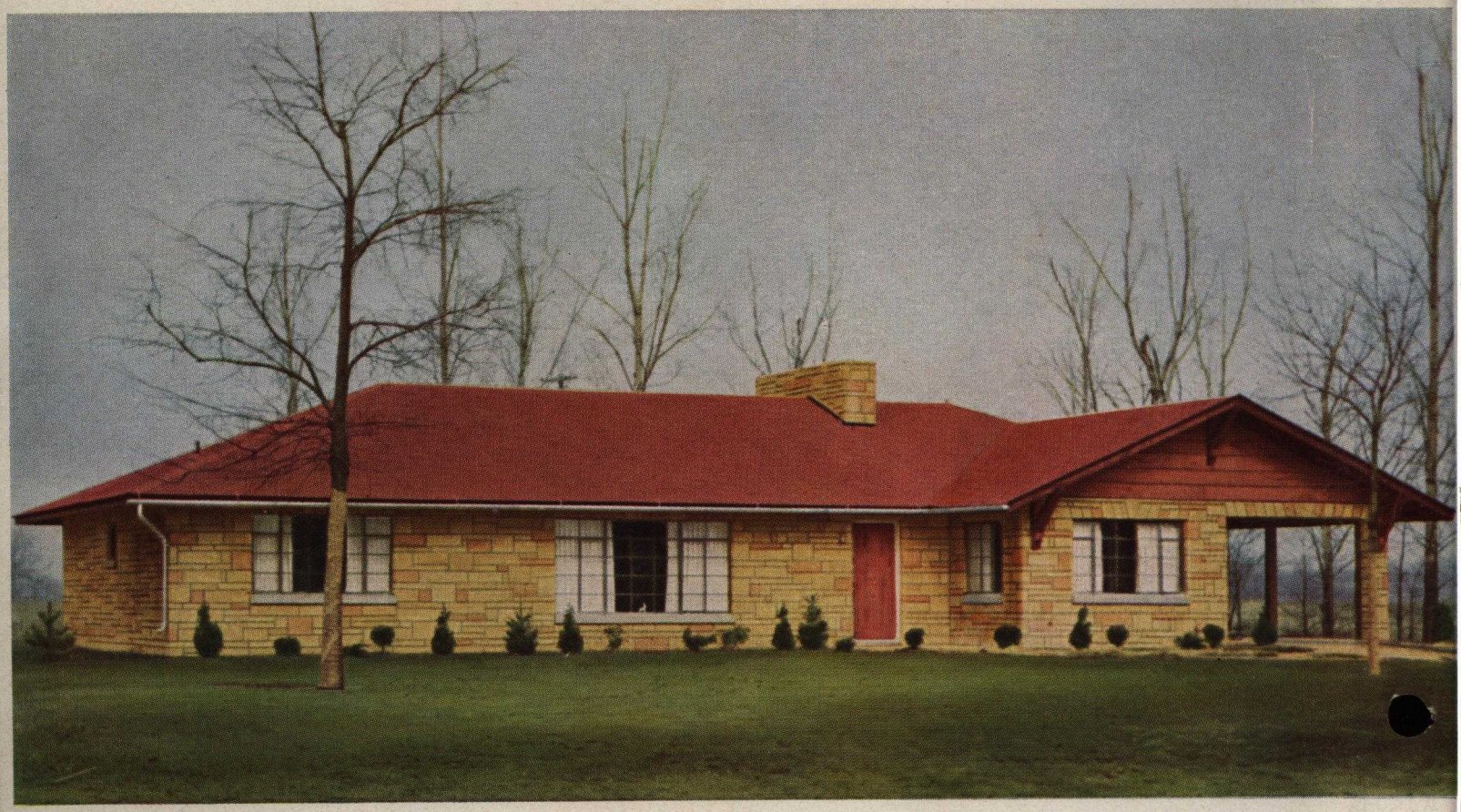
PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

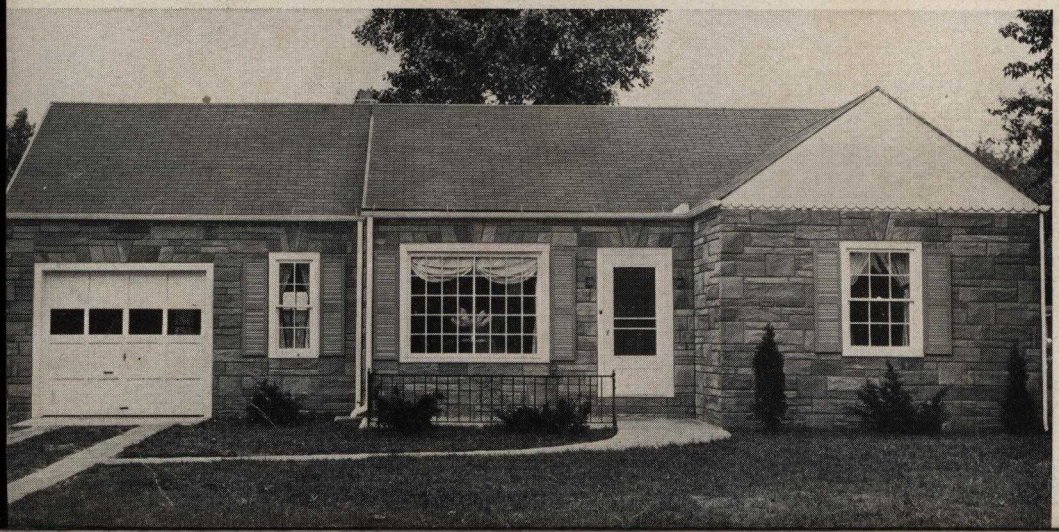


smart, distinctive Perma-Stone exteriors enhance the beauty of modern architecture



. . . the character and permanence of stone

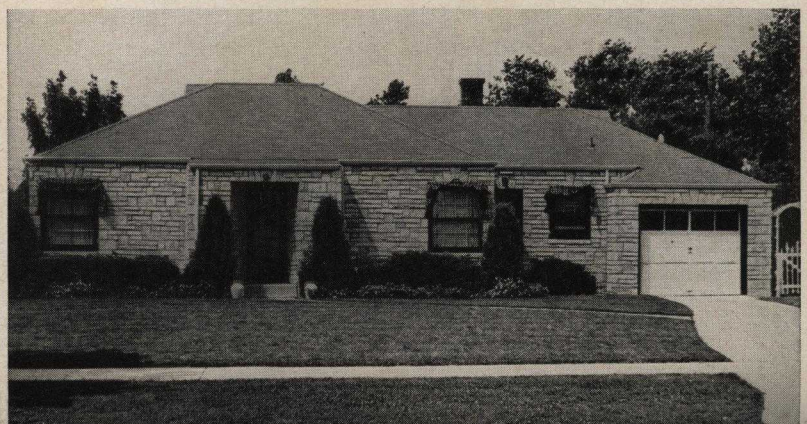
Smartly modern Perma-Stone brings you the aristocratic beauty and character of stone, plus the advantages of insulation, greater all-year comfort, reduced fuel bills, less maintenance expense, and lower initial cost. This unique wall facing, applied by pressure casting, is the result of years of experiment and research. It represents a major advance in construction methods in keeping with progress in architectural design.



Genuine PERMA-STONE Facing Compounds are a scientific combination of everlasting materials—crushed quartz, pure mineral colors, metallic hardeners and waterproofers, cast directly on the wall with hand moulds.

wide choice of treatments to express your individual ideas

These illustrations of the modern trend in architecture exemplify the many uses of PERMA-STONE Facing Compounds to acquire that exclusive character of dignified beauty and gracious charm. Modern Perma-Stone lends itself to a wide range of treatments to express your personal ideas and accent the beauty of your preferred type of architecture. It harmonizes with all types and can be adapted to any design, even after the building is under construction, without altering the original plans.

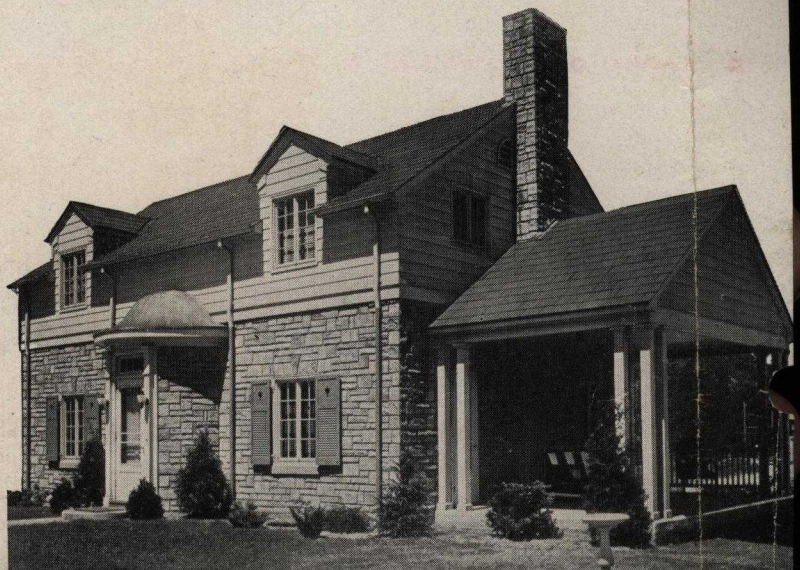


beautiful color tones, textures and block formations

Perma-Stone provides a combination of features that give rare charm to home exteriors. It has a rugged stone-like face . . . lovely textured finishes . . . varied color tones ranging from rich browns to soft grays — colors which blend perfectly with the landscaping. No harsh or drab color effects — no artificial or monotonous appearance when Genuine PERMA-STONE Facing Compounds are used. Instead, striking beauty and color harmony; distinctive character, individuality. The designs are hand moulded and may be in random, broken or coursed ashlar with the joints raked, pointed or beaded in any color.

true building economy

Perma-Stone provides an enduring exterior which will not burn, decay or be attacked by termites. It is weather-tight. It insulates, prevents unhealthy moisture conditions, reduces fuel bills, requires minimum maintenance expense. It is applied economically over walls of old brick, stucco, block, tile or wood. It is permanent and has been proved completely satisfactory in all climates.

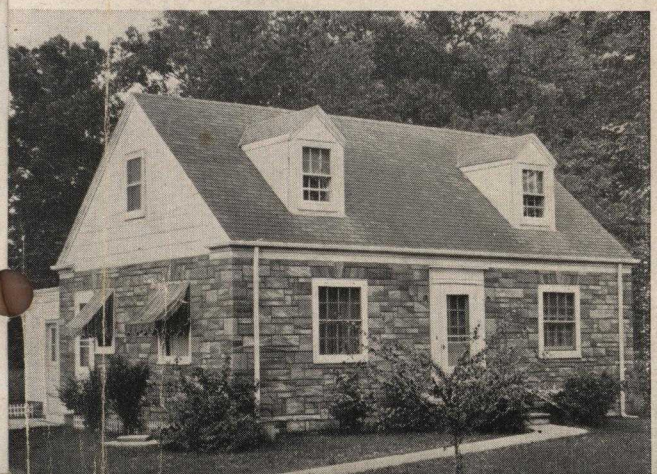


AFTER Applying Perma-Stone

magic transformation . . *new charm for old homes*

Old, outmoded, shabby buildings are quickly and easily converted into modern structures of distinctive appearance with PERMA-STONE Facing Compounds. No footings, changing of windows or other expensive alterations required. Perma-Stone is an investment that pays for itself in savings on fuel, repainting, and other usual upkeep expense—and this modern exterior increases the value of the building several times the cost of the improvement.

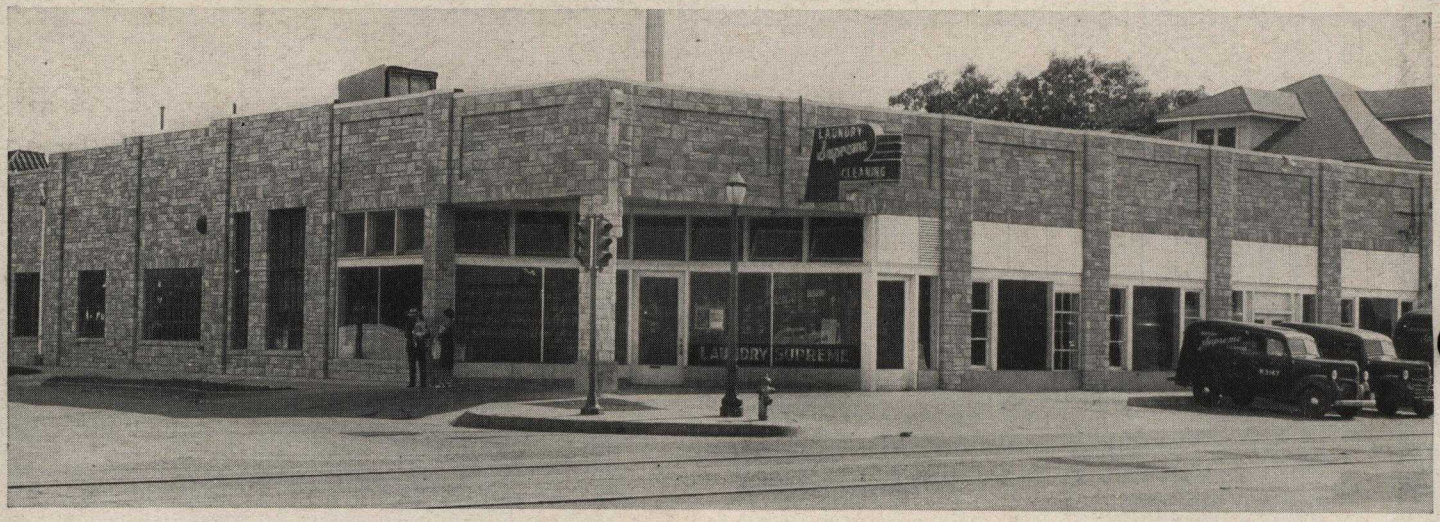
BEFORE Applying Perma-Stone



individuality in medium-priced homes

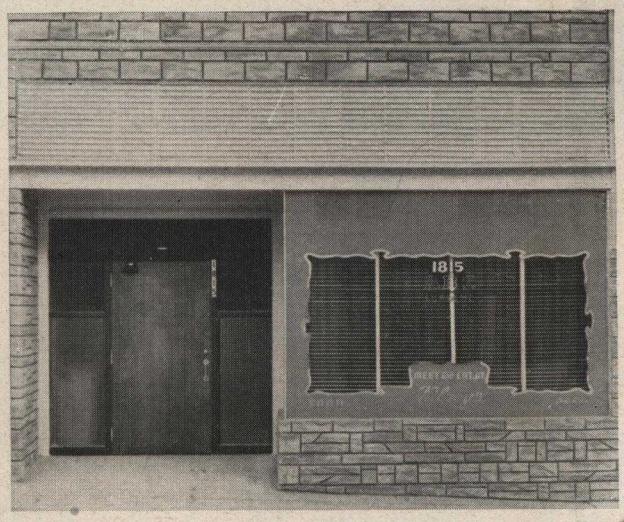
There are many ways of beautifying homes economically with Perma-Stone. Entire wall surfaces may be covered or Perma-Stone may be used for fronts, entrances, trims, or in combination with other materials of various types. Perma-Stone distinguishes even the most modest homes and lifts them out of the ordinary.

Perma-Stone is ideal for commercial buildings



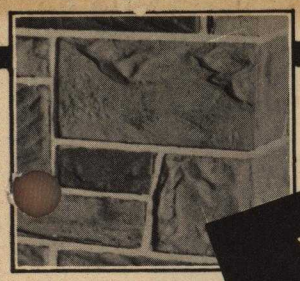
equally adaptable to stores, churches, schools, funeral homes and other structures

Perma-Stone is highly recommended by architects and builders for a wide range of exterior applications. Its combination of beauty features with practical advantages is unequalled for commercial buildings of all types. Its smart, modern appearance impresses the public favorably and is a business-getting asset. It provides an economical, permanent type of construction, offers protection against fire hazards and losses, makes exteriors weather-tight and vermin-proof. The enduring beauty of Perma-Stone has been proved under all climatic conditions. Your local dealer will gladly supply estimates of cost and offer helpful suggestions.



Perma-Stone is distributed nationally through local dealers licensed by PERMA-STONE CO., 719 E. Hudson St., Columbus 11, O.

Form No. 2A



PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

More for your home-building dollars!

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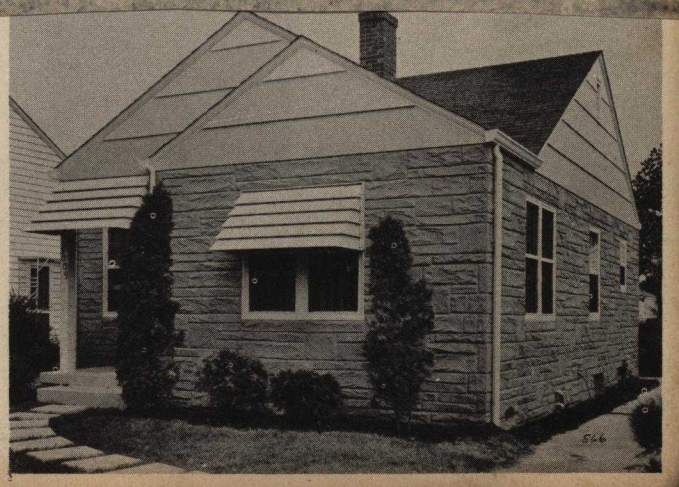
NATION WIDE DISTRIBUTION THR



PERMA-STONE *Its Nature and Purpose*

● FROM THE BEGINNING OF HISTORY, STONE, because of its rugged beauty and permanence, has been mankind's most desirable material for building. Its very character radiates a sense of security and reflects the good taste of those whom it shelters.

● Because of the tremendous cost of quarrying, transportation and erection, stone has generally been limited to persons of wealth. Today, the beauty and durability of this type of construction is brought within the reach of all, by means of the revolutionary process, "Perma-Stone".

● THIS MODERN DEVELOPMENT, made after years of research, makes use of materials which themselves were of stone and which have been used for generations in our finest, most permanent structures.

● GENUINE PERMA-STONE FACING COMPOUNDS, Consist of aggregates, Portland cement, crushed quartz, pure mineral colors, metallic hardeners and waterproofers, scientifically combined and moulded in plastic condition directly on a prepared wall where they harden.

● IT IS THIS PERFECT COMBINATION of materials, plus the patented pressure casting and membrane curing, creates a product impervious to the elements and which grows stronger with age.

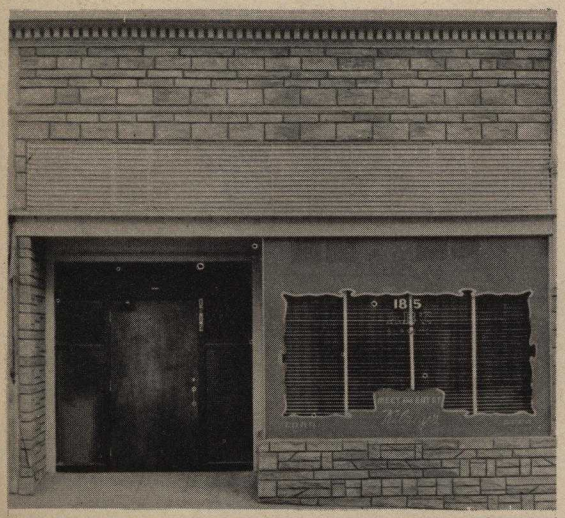
● Perma-Stone is not a load bearing material. It is a stonelike concrete veneer, permanently secured to walls of WOOD or STEEL and bonded directly to BLOCK, CONCRETE, TILE or used BRICK. It requires no expensive footings, and encases the building in an enduring armor which will not burn, decay, be attacked by termites or require expensive upkeep. Its water repellent hard surface remains remarkably clean under conditions where other materials become unsightly.

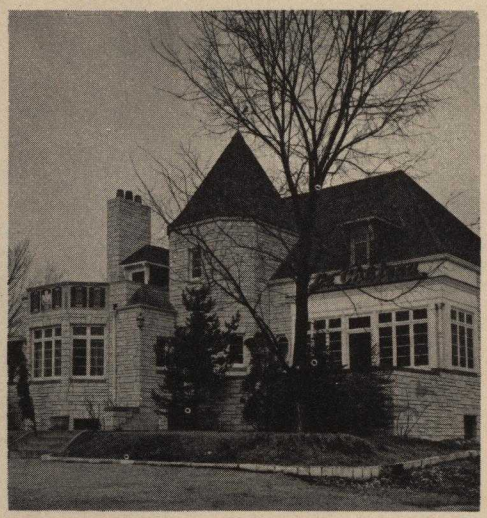
● The many hundreds of Perma-Stone buildings in all parts of the country, tested under extreme climatic conditions over a period of years, have proven beyond doubt the permanence and satisfaction of Perma-Stone.

YOUR CHOICE OF COLOR AND DESIGN

● Genuine Perma-Stone facing compounds offer a wide range of natural colors, making it possible to reproduce almost any kind of stone native to the locality.

● The lay up may be in random, broken or coursed ashler design and the joints may be raked, pointed or beaded in natural grey or in any desired color.

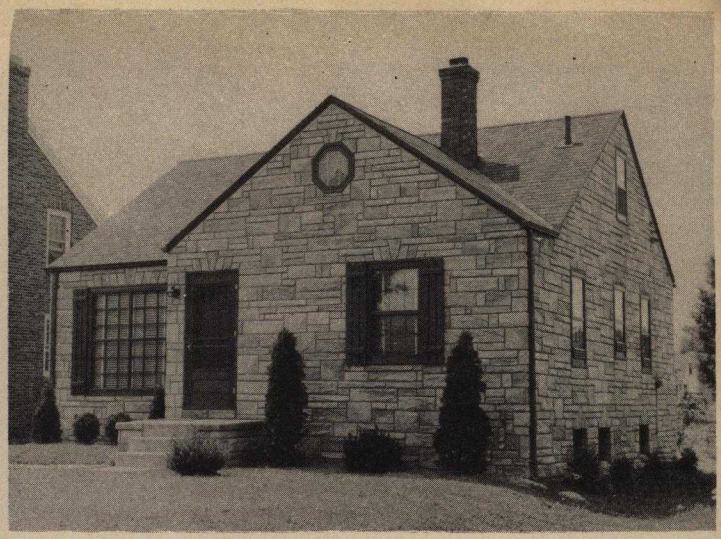




INSULATION

● Insulation is accomplished by means of dead air space and prevention of wind infiltration.

● Perma-Stone on frame buildings will shut out heat or cold so effectively that there is no need for costly insulating materials, and owners report a substantial saving in fuel.



● NOW YOU CAN ADD THE BEAUTY, CHARM AND DURABILITY OF PERMA-STONE TO YOUR BUILDING FOR A FRACTION OF THE COST OF STONE.

● PERMA-STONE is so flexible in its use that there is no need for altering original plans, and can be adopted while the building is under construction. Curved surfaces, towers or specially designed features, usually considered too expensive to use, are easily and economically worked out in Perma-Stone.

Build Your Home to Endure

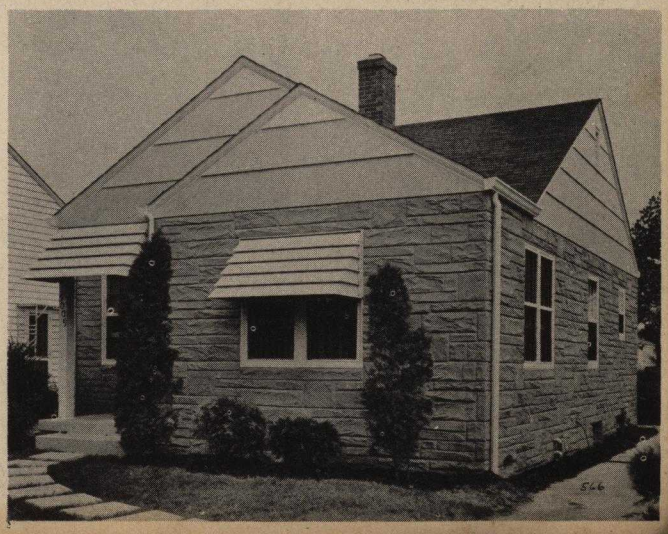
● BUILDING TRENDS are definitely toward firesafe and more durable construction because of the reduced upkeep, lower insurance rates and higher resale value.

● The walls can be built of the various insulating masonry units now on the market at a surprisingly low cost. Covered with Perma-Stone, these walls are permanently beautiful, weather-tight and fire-safe, requiring minimum upkeep and take on an added value, equal to several times the cost of Perma-Stone. The combined cost is very moderate, comparing favorably with less durable types of construction commonly used.

● Designs expressing the personality, individuality and tradition of Colonial, Cape Cod, English, French Provincial and other styles of architecture can be faithfully executed in Perma-Stone which is as modern as today's ideas for better living, and your home can be made the most outstanding and beautiful building in your neighborhood.

● STONE IN DESIGN HAS LASTED THRU THE AGES.

● PERMA-STONE HOMES ARCHITECTURALLY CORRECT WILL BE ATTRACTIVE AND IN GOOD STYLE LONG AFTER OTHERS HAVE BECOME OBSOLETE.

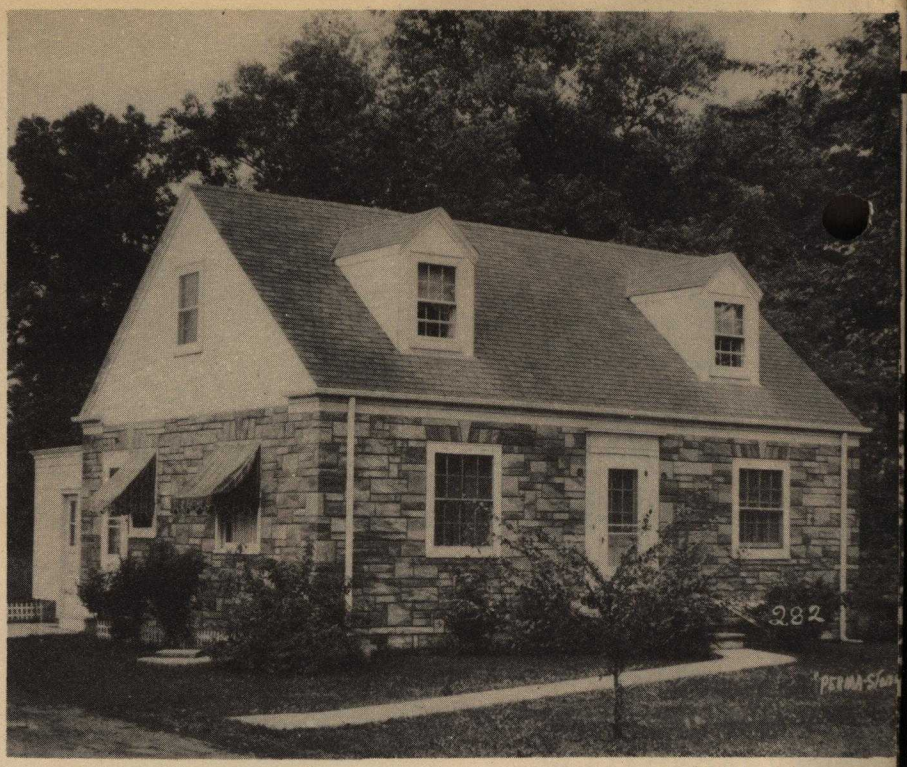


FOR THE BETTER HOMES

Modernizing the Perma-Stone Way

● MAKES NEW STRUCTURES of old buildings and adds value equal to several times the cost of improvement. In addition, the FIRE PROTECTION, the saving in FUEL and PAINT, and the MODERATE FIRST COST make Perma-Stone truly economical.

● PERMA-STONE is easily installed over weather board, shingles, stucco, concrete, old brick, tile or concrete block and does not require footings, changing of windows or other expensive alterations.

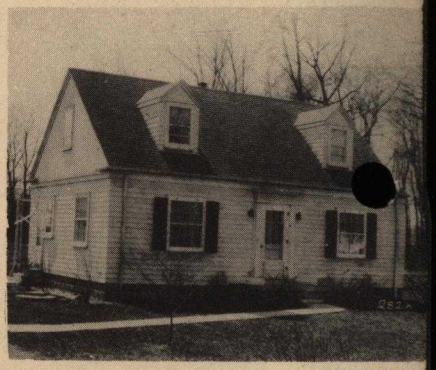


AFTER

For Those Who Demand Something Better

● PERMA-STONE is available in a wide range of textures and harmonious colors to suit both the architecture and the "setting" of any building, and when combined with slight alterations it makes an improvement unequalled by other products.

● PERMA-STONE is not a mere "residing job." It encases the building from the ground up in a stone-like, weather-proof, reinforced, concrete armor, which greatly strengthens the walls.



Before and after PERMA-STONE Remodeling.

BEFORE

PERMA-STONE

Is Artistically Applied To Harmonize With Any Style Of Architecture

● Your local Perma-Stone contractor will gladly estimate the cost of Perma-Stone completely installed on your building and furnish suggestions without obligation.

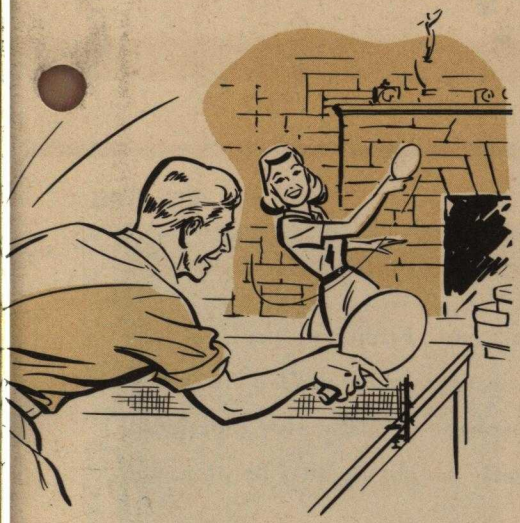
● PERMA-STONE Sales and Service are in the hands of experienced dealers only—licensed to use basic process and moulds—who employ skilled mechanics, which means the finest in design and workmanship and assures satisfaction through the years.

● For your protection and lasting satisfaction insist on GENUINE "PERMA-STONE" thru licensed dealers.

PERMA-STONE COMPANY

Main Office: 719 E. Hudson Street

COLUMBUS 11, OHIO



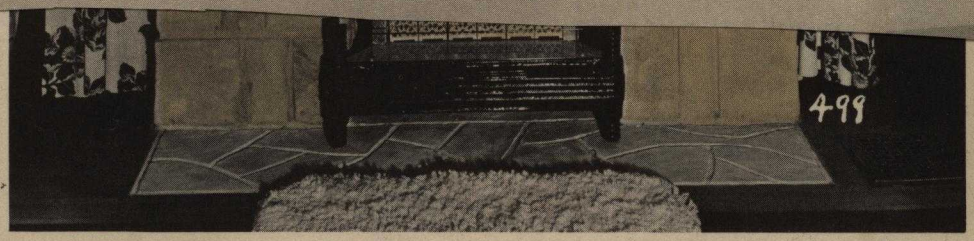
For distinctive interiors

FIREPLACES • PLAYROOMS • DENS
LOBBIES • GRILLS • CLUBS • BARS

PERMA-STONE

Reg. U. S. Pat. Off.

the ultra-modern wall treatment

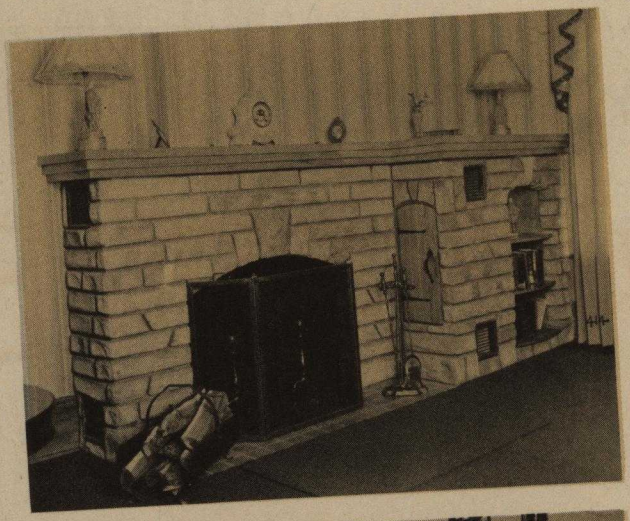


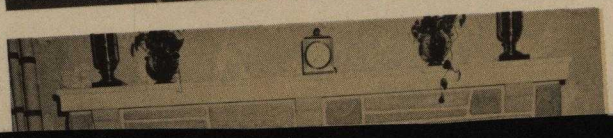
ıtmoded mantels are quickly ıized with Perma-Stone. A ariety of pleasing effects may ained as illustrated on this Created in attractive stone in rich browns or soft grays, Stone Fireplaces are unsur- in beauty.

ma-Stone is ideal for recreation rooms

Perma-Stone will make your playroom or den the cheerful, inviting place you want it to be for lounging comfort, entertaining, family gatherings and everyday play. Offering modern, permanent beauty, Perma-Stone requires minimum care and upkeep. No mildew, dampness, odor or vermin. It is cleaner, quieter and impressively modern.

perma-stone fireplaces have rare charm





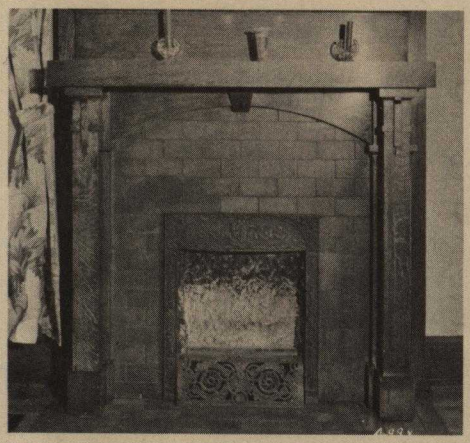
The aristocrat of fireplaces

A Perma-Stone Fireplace provides the touch of rare beauty needed to create that atmosphere of distinctive individuality so eagerly sought in interior planning.

Is there a room in your house, or the house you are planning, that needs a "lift" — a touch of beauty and charm to give impressiveness? Perma-Stone is the answer. It may be used in many interesting treatments to express your individual ideas on room

perma-stone gives rooms an ultra modern touch

BEFORE



Old fireplaces made smartly modern with Perma-Stone

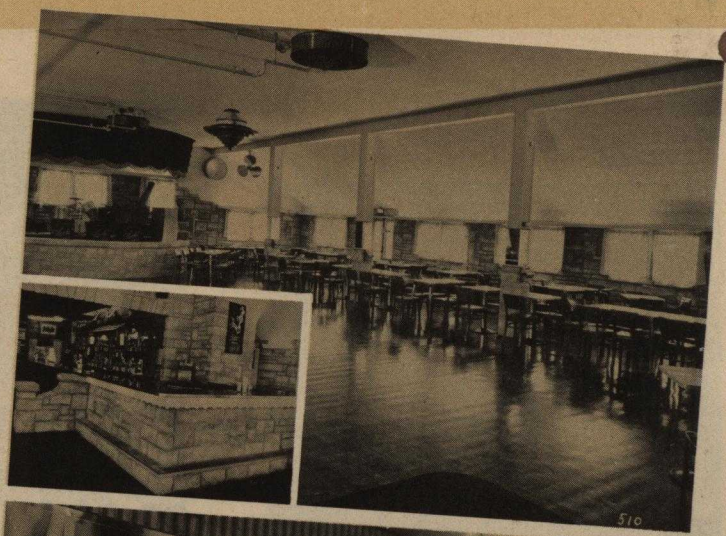
Old, outmoded mantels are quickly modernized with Perma-Stone. A wide variety of pleasing effects may be obtained as illustrated on this page. Created in attractive stone designs in rich browns or soft grays, Perma-Stone Fireplaces are unsurpassed in beauty.

AFTER

perma-stone is ideal for recreation rooms

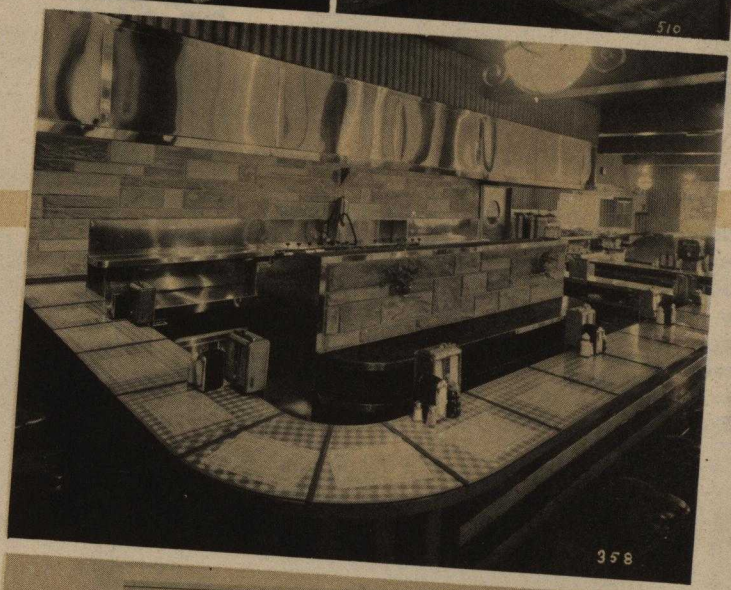
Perma-Stone will make your playroom or den the cheerful, inviting place you want it to be for lounging comfort, entertaining, family gatherings and everyday play. Offering modern, permanent beauty, Perma-Stone requires minimum care and upkeep. No mildew, dampness, odor or vermin. It is cleaner, quieter and impressively modern.

perma-stone is widely used for grills, clubs, bars



Impresses patrons favorably—reflects the high standards of the management

Because Genuine PERMA-STONE Facing Compounds offer rare possibilities for beautifying interiors, they serve a wide range of uses. In modern or rustic designs, they lend captivating charm to grills and club rooms. They create, as desired, either a formal or informal atmosphere in entrances, foyers and lobbies; are equally adaptable for commercial buildings, churches, schools and other structures requiring well planned interiors with character and good taste in decoration.



Perma-Stone is also nationally popular for exterior walls

Perma-Stone makes exterior walls weather-tight, fire-safe, moisture-proof and vermin-proof. It insulates effectively, saves fuel bills and future maintenance cost.

For your protection insist on genuine Perma-Stone through licensed dealers to assure lasting satisfaction. Your local Perma-Stone dealer will gladly supply estimates of cost and offer suggestions without obligation.

THE RUGGED BEAUTY OF STONE is produced with Genuine PERMA-STONE Facing Compounds — a combination of aggregates, cement, crushed quartz, pure mineral colors and metallic hardeners —cast with hand moulds directly over any prepared surface.

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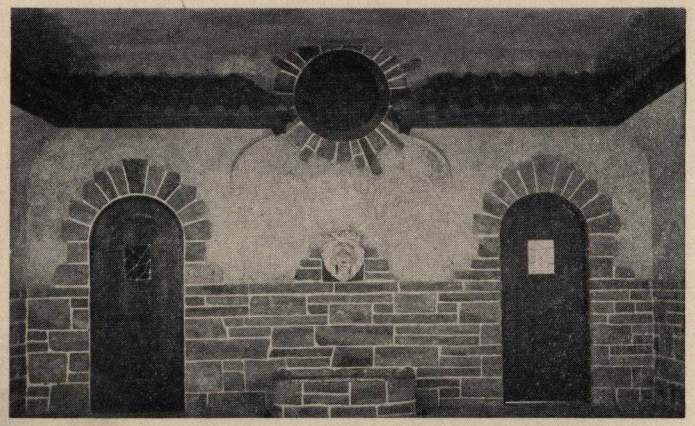
NOW!

A PLACE TO PLAY –

Recreation Rooms

MADE THE DISTINCTIVELY *MODERN*

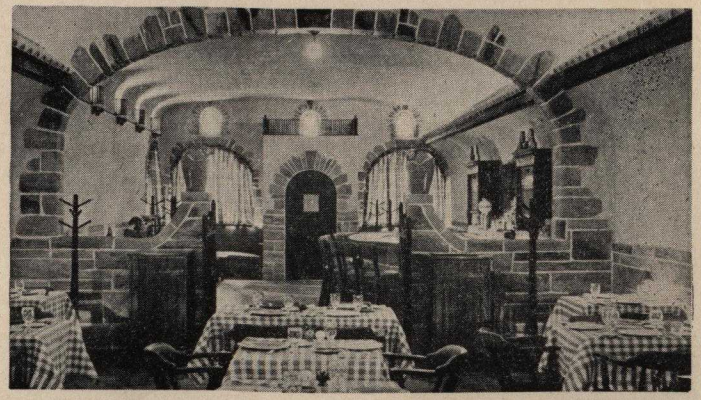
PERMA-STONE WAY



WHY DELAY?

INVESTIGATE TODAY; *This Distinctive individuality in modern decorative trend.*

FOR INTERIORS OF RESTAURANTS, GRILLS, BARS AND NIGHT CLUBS.



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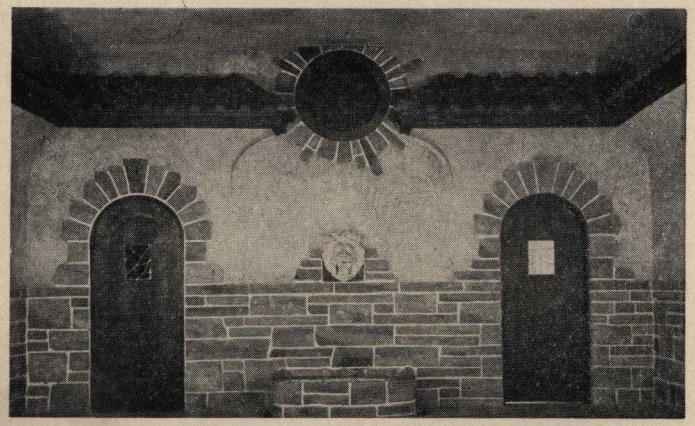

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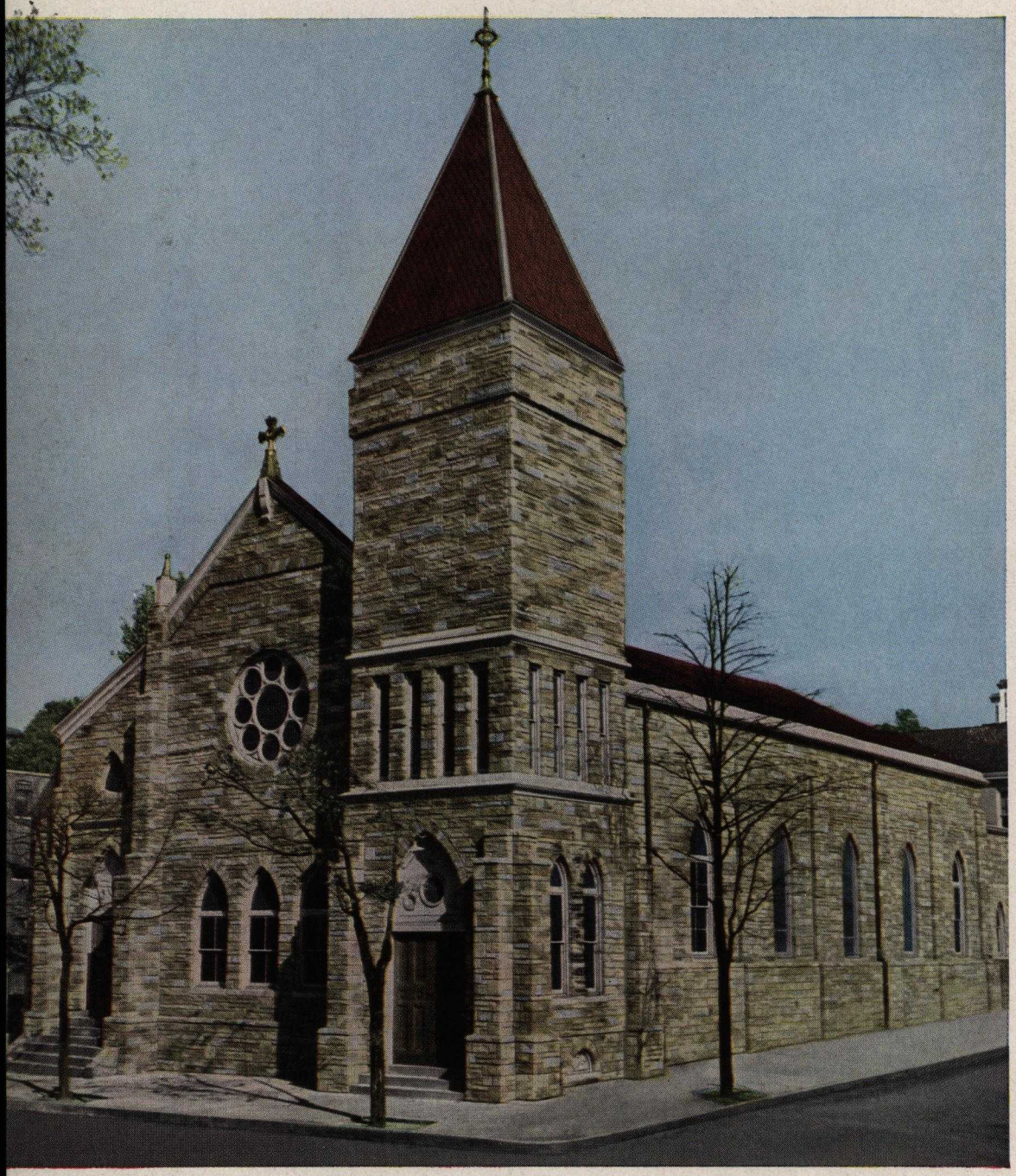
Reg. U. S. Pat. Off.

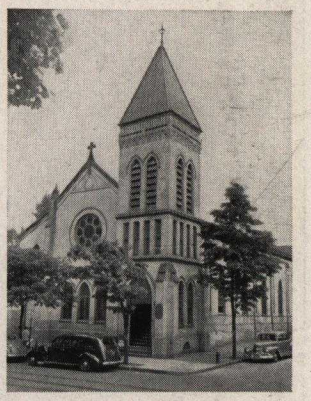
for Beauty • Permanence • Strength

perpetuates and protects the investment in your church

beautiful . . . economical . . . everlasting



***After** . . . New charm and character*

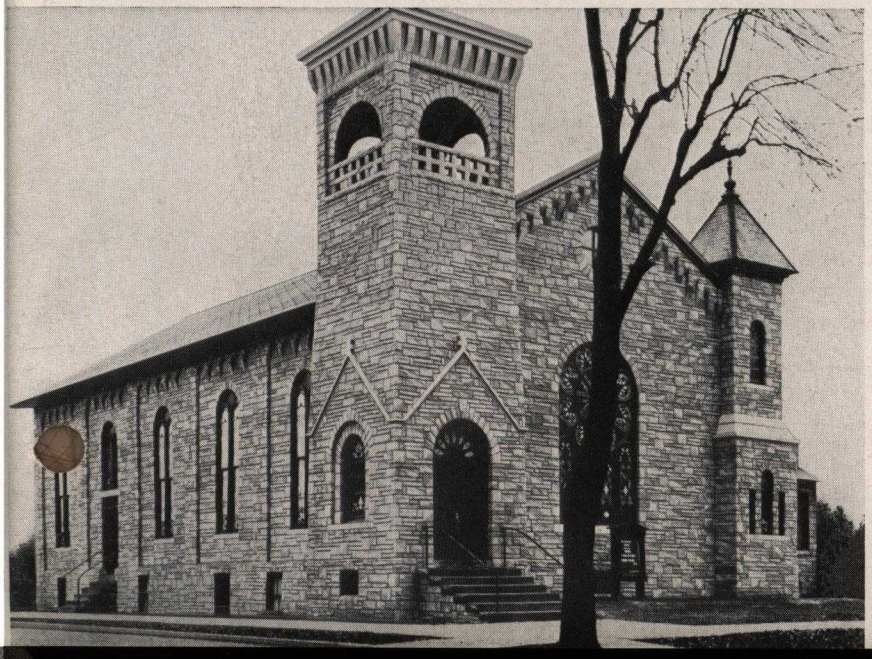


***Before** applying Perma-Stone*

***Genuine PERMA-STONE** Facing Compounds are a scientific combination of aggregates, crushed quartz, cement, pure mineral colors, metallic hardeners and waterproofers —materials, which themselves were of stone and now are applied in plastic form over walls of any kind.*

Wonderfully adaptable . . . for new or old churches

To be truly functional the exterior as well as interior appointments of your church must harmonize with the spiritual, as its highest purpose is a place for worship. Many of America's most beautiful churches have chosen Perma-Stone as an ideal accompaniment to a mood of reverence. It is only natural that in the eternal quest for beauty and permanence there should be a constant demand for stone products. Their appeal is universal — and no other structural material inspires such a sense of respect and dignity as these products of the ages.



Distinguished in design color and craftsmanship

Genuine Perma-Stone lends character, charm and distinction to any church, any type of architecture, any size of building. Available in a wide range of interesting designs and strata—in rich browns, soft greys and all the colors and hues imparted through the ages, the most permanent of all coloring.

Perma-Stone offers the everlasting beauty of stone . . . the rugged, enduring quality and good taste that have always dignified stone structures . . . promotes pride in church membership and support.

other outstanding features of modern Perma-Stone

With all its remarkable characteristics and advantages, Perma-Stone is desirable and truly economical for old or new structures. A sound investment for the future of your church.

Perma-Stone is a facing that provides everlasting beauty, without upkeep cost of any kind. Does not deteriorate or become outmoded over the years.

Perma-Stone can be adapted to original plans without altering them after building is under construction. Curved windows, towers and specially designed features usually too expensive to use, can be easily and economically worked out in Perma-Stone.

Perma-Stone requires no expensive footings. It is a facing that can be applied with perfect results over any type of material.

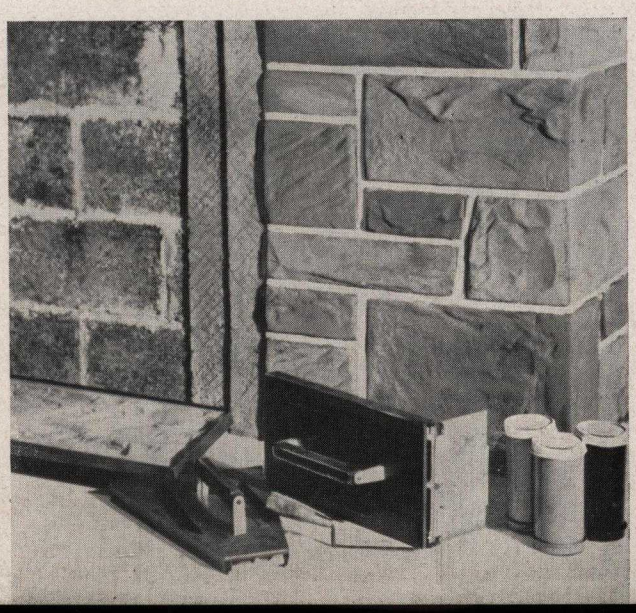
Perma-Stone forms a solid, continuous, protective exterior that is weather-tight, fire-safe and vermin-proof.

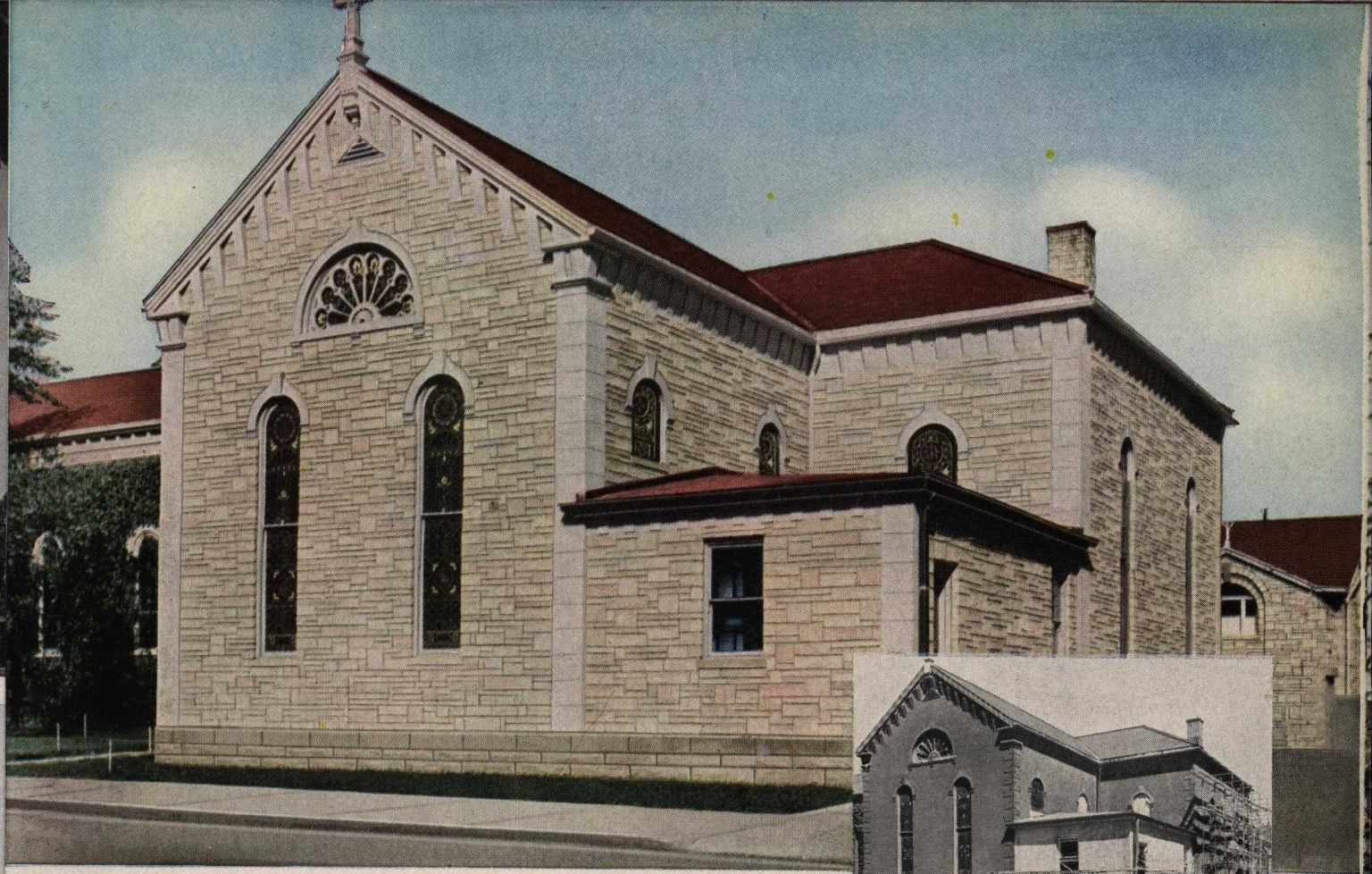
Perma-Stone provides insulation by sealing in dead air space. It shuts out heat or cold effectively, saves fuel bills, reduces heating plant wear and repair.

stone in design has lasted through the ages.

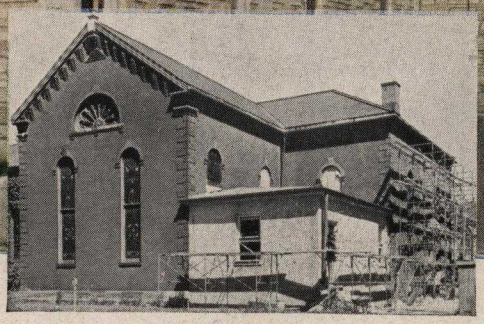
A BEAUTIFUL CHURCH is a source of pride and inspiration, not only to the members of the congregation, but to the entire neighborhood. Perma-Stone imparts traditional charm and dignity to any church and contributes a degree of spiritual up-lift to which the community responds with a desire to be identified with the religious activities for which it stands.

For your protection, and lasting satisfaction—insist on Genuine PERMA-STONE Facing Compounds, through licensed Perma-Stone dealers who employ factory trained mechanics to assure the distinctive beauty and excellence of workmanship which have characterized Perma-Stone from the beginning and account for its universal acceptance. Many thousands of buildings in all climates prove the permanence and weathering qualities of this fine product.





AFTER

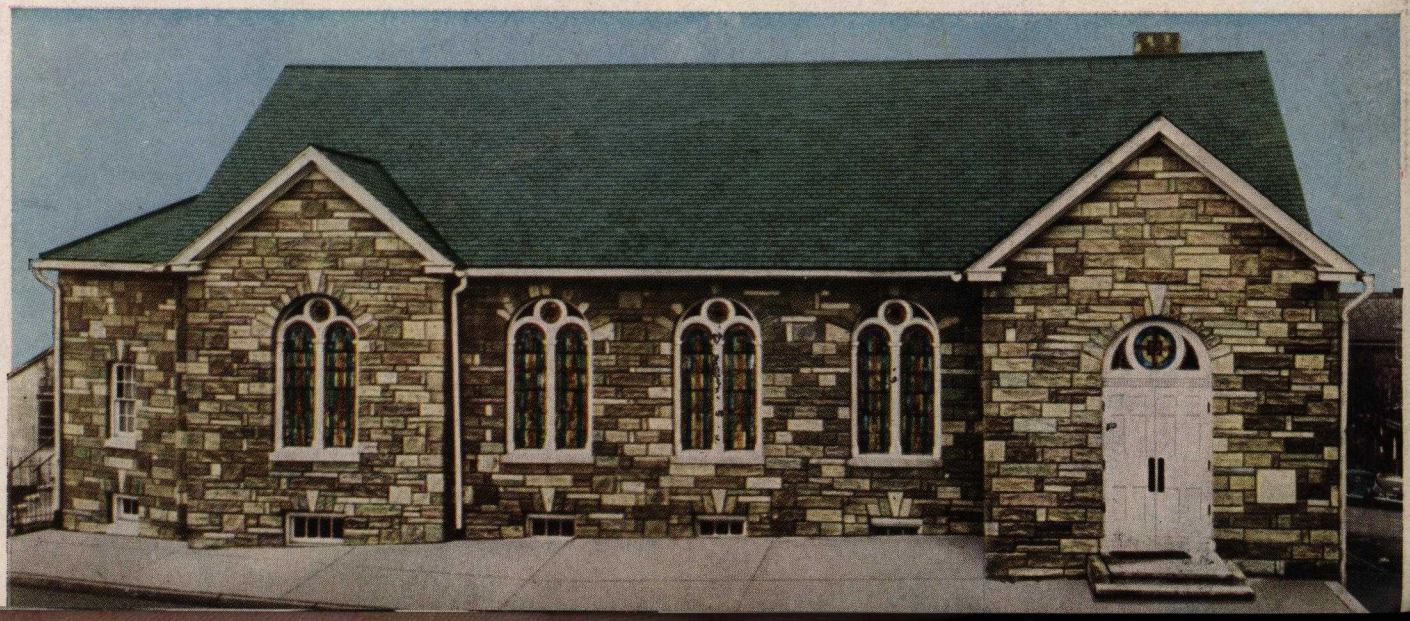


BEFORE

the low first cost is the last cost

Perma-Stone, like many other materials used in modern construction, offers definite advantages at a substantial saving. Perma-Stone is a low-cost modernizer and it is equally economical for new church exteriors. The initial saving effected by using Perma-Stone for even a small church is a worthwhile amount.

The everlasting beauty of Perma-Stone makes its first cost the last cost. No maintenance expense is required. Instead, there are continuous year-after-year savings as explained elsewhere in this folder. The churches illustrated here, and many others, are ample evidence that it pays to use genuine Perma-Stone.



E

ffers you!

specially designed features can be
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It lends itself perfectly to modern
ments. Can be combined with other
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bination. Only pure mineral colors
most permanent of all pigments.

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over any type of material. It forms
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e **PERMA-STONE** Facing Compounds are a
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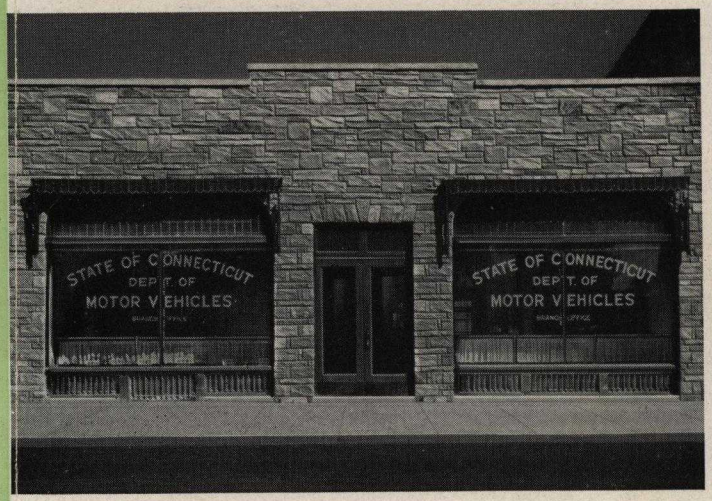
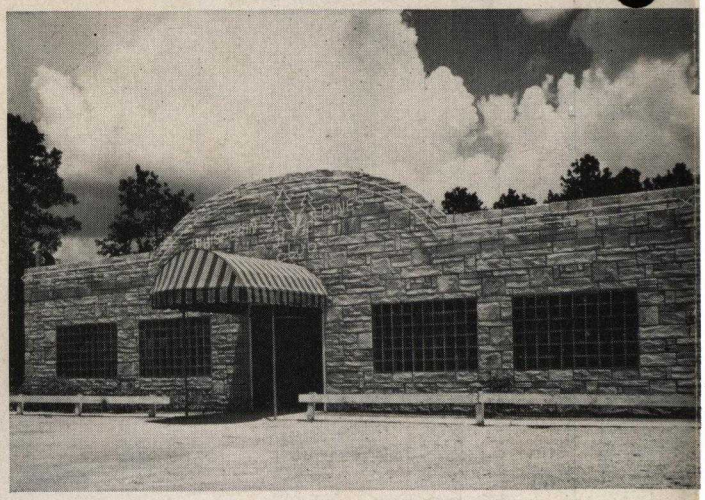
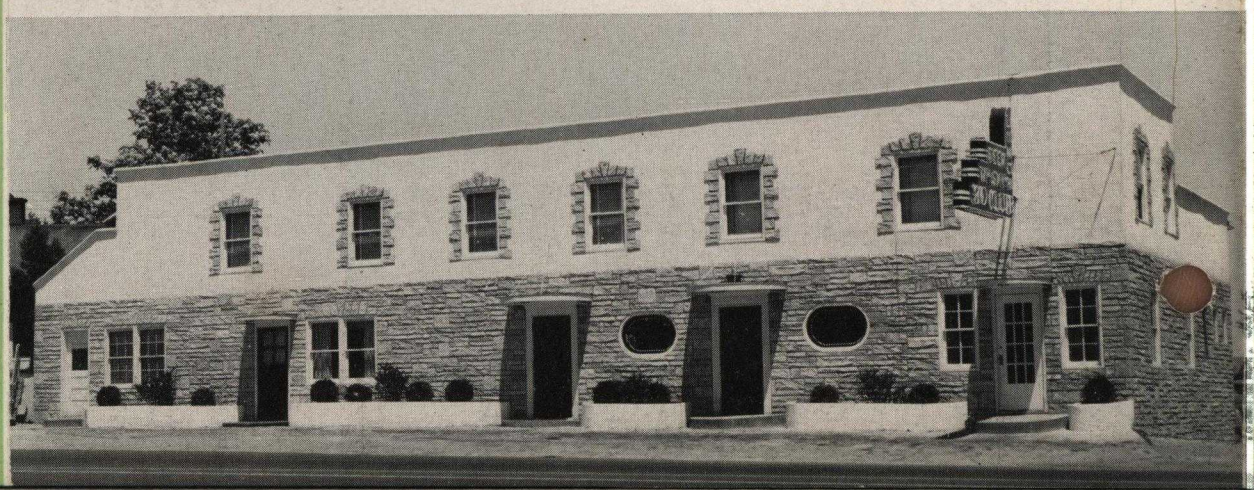
t, pure mineral colors, metallic hardeners
waterproofers, applied with hand moulds.



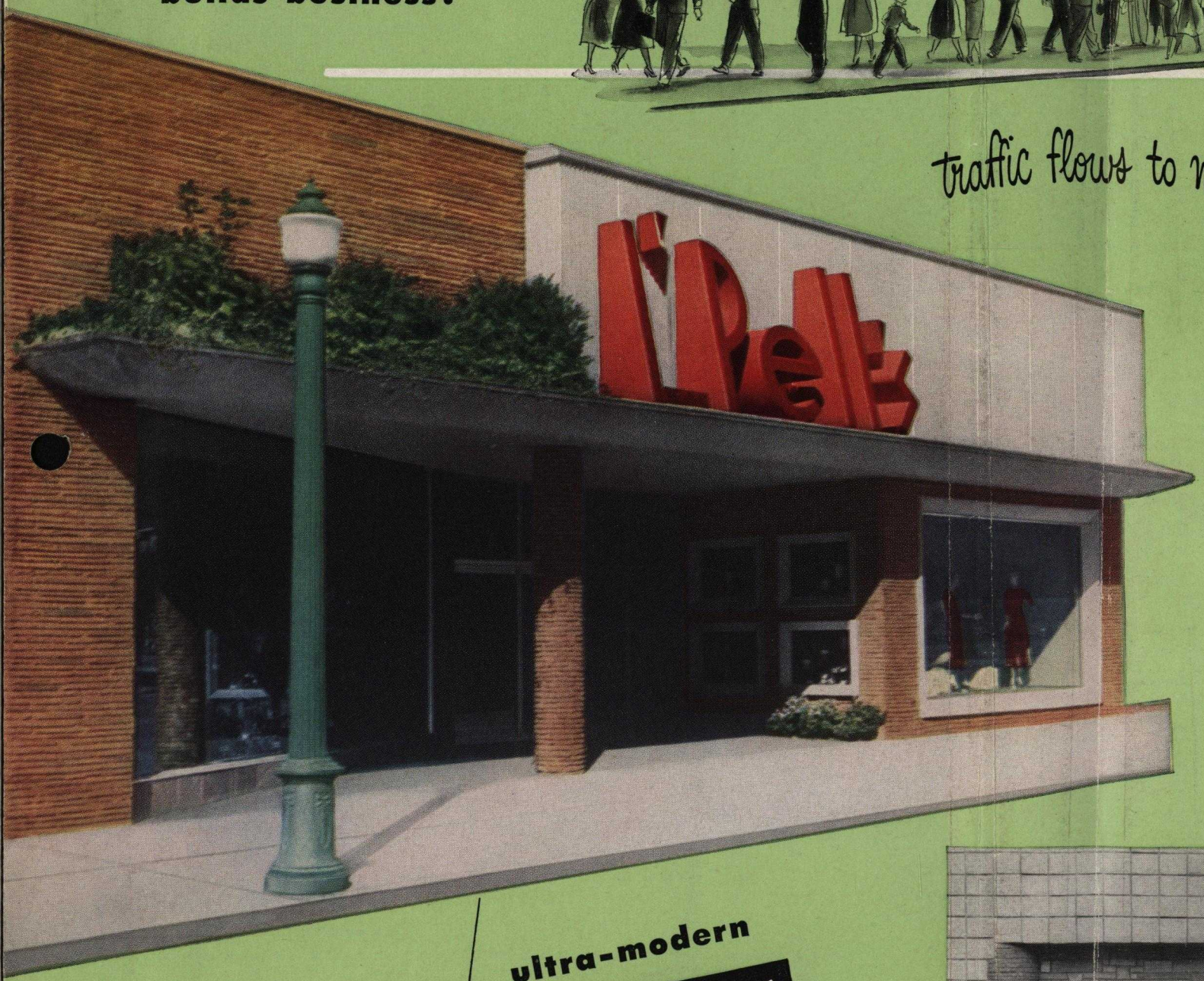




Inviting!

builds business!

traffic flows to modern commercial buildings



Modern, inviting store fronts and commercial buildings become increasingly important as business becomes more keenly competitive. Just naturally the public seeks the products and services of prosperous looking companies housed in buildings that reflect progressive, efficient management.

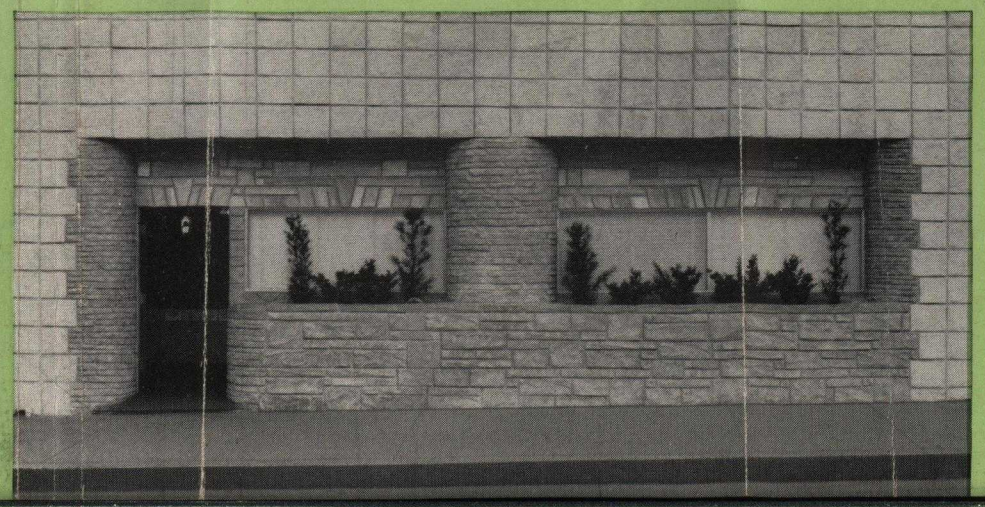
Perma-Stone exteriors provide distinctive, colorful standout beauty that commands attention and attracts patronage for every type of business. Old buildings can be modernized quickly, easily and inexpensively and new buildings can be made ultra-modern with beautiful, everlasting Perma-Stone.

ultra-modern

PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength



Inviting!

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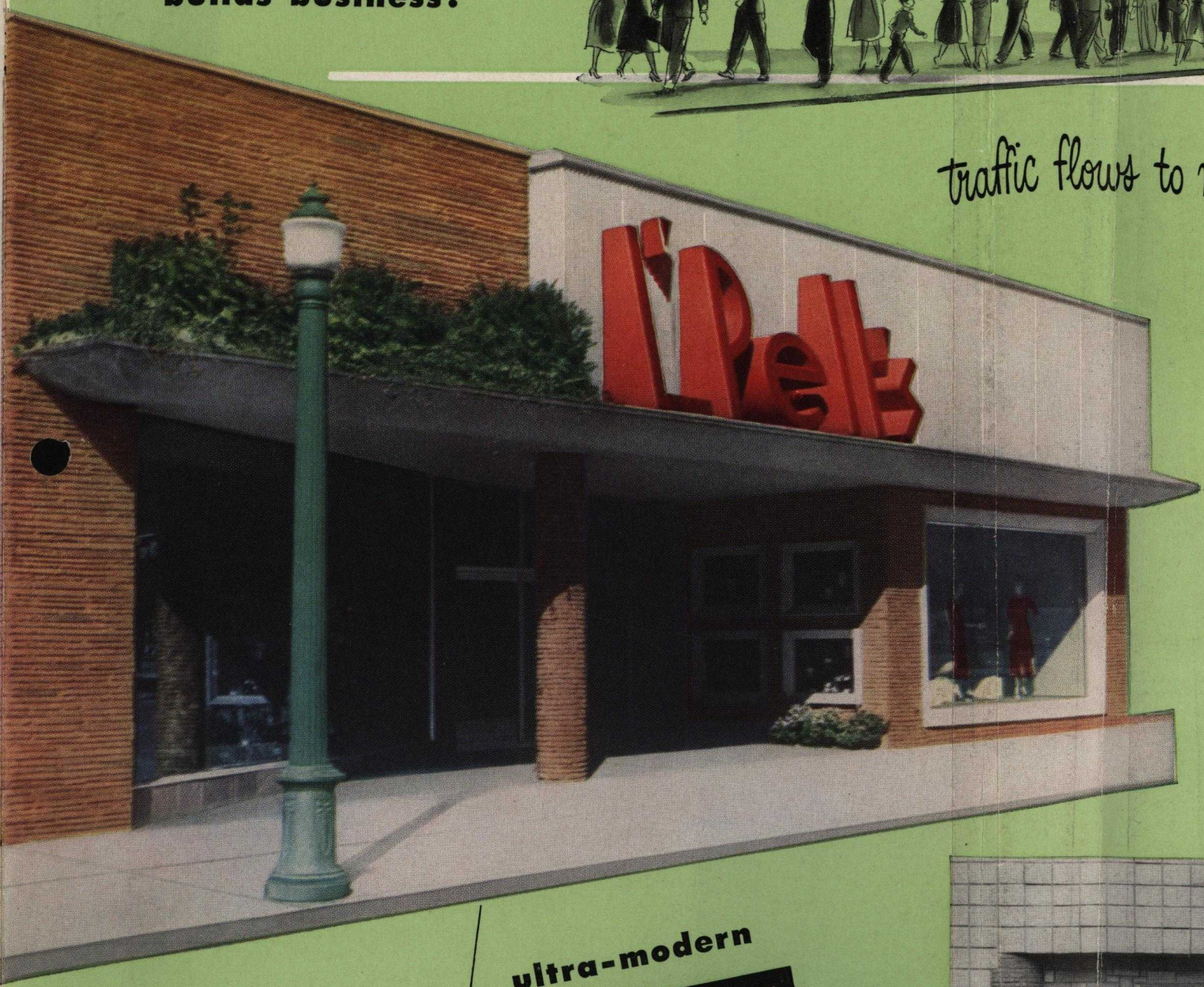

Modern, inviting store fronts and commercial buildings become increasingly important as business becomes more keenly competitive. Just naturally the public seeks the products and services of prosperous looking companies housed in buildings that reflect progressive, efficient management.

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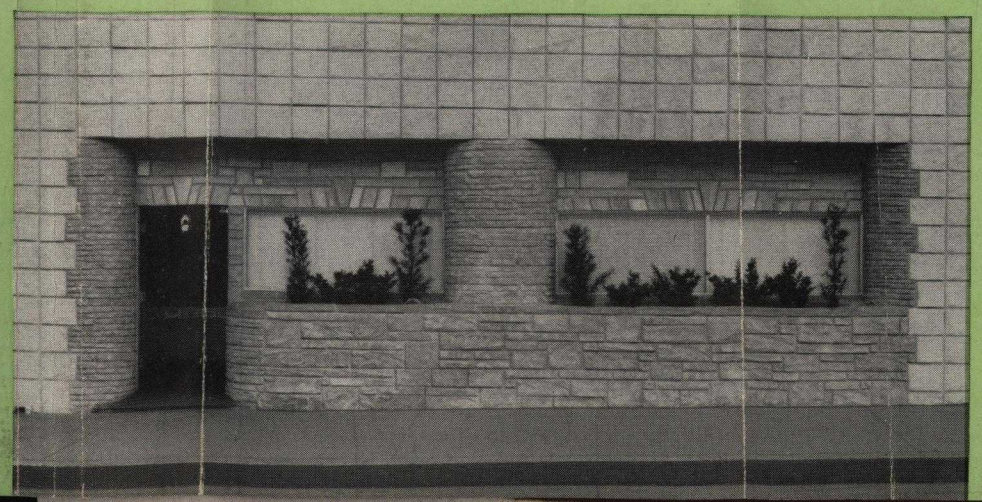


STONE

Pat. Off.

nence • Strength

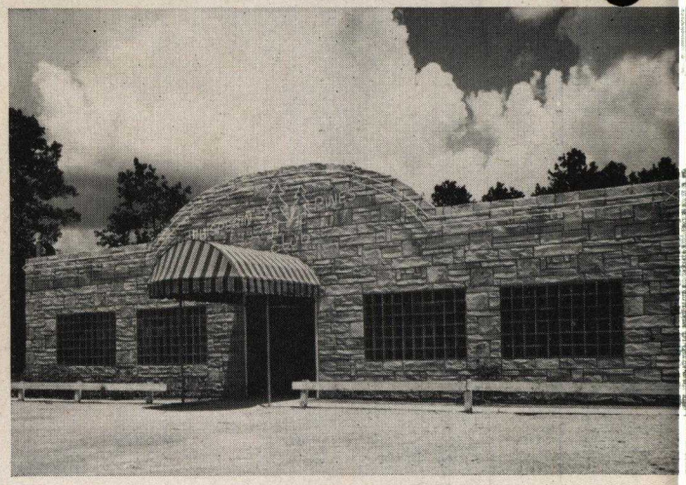
offers you!

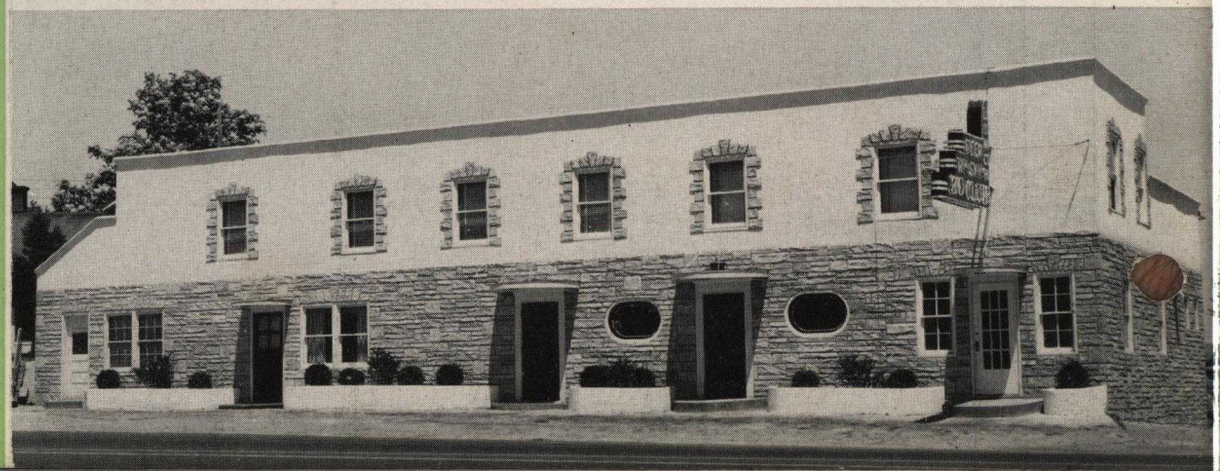
Any specially designed features can be worked out easily and economically in Perma-Stone. It lends itself perfectly to modern display treatments. Can be combined with other materials to achieve any desired effect.

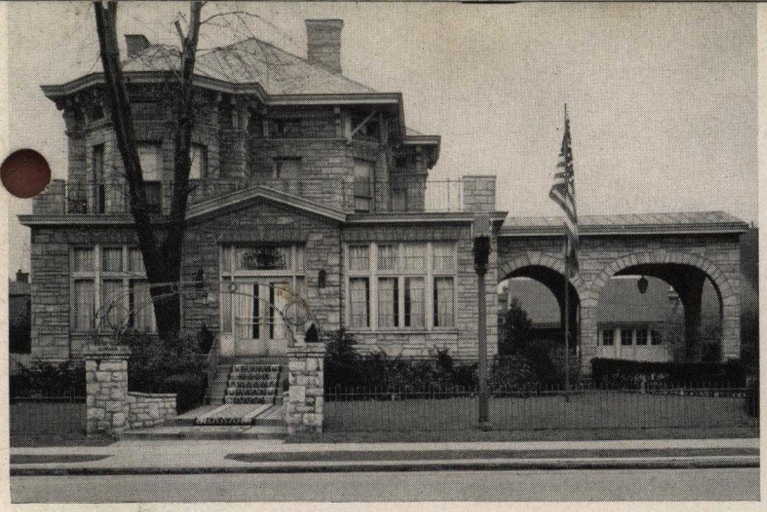
Perma-Stone is available in a wide range of interesting designs and strata . . in rich browns and soft grays . . any desired color combination. Only pure mineral colors are used, the most permanent of all pigments.

A Perma-Stone facing can be applied with perfect results over any type of material. It forms a solid, continuous protective exterior that is weather-tight, fire-safe and vermin-proof.

***Genuine PERMA-STONE** Facing Compounds are a scientific combination of aggregates, crushed quartz, Portland cement, pure mineral colors, metallic hardeners and waterproofers, applied with hand moulds.*



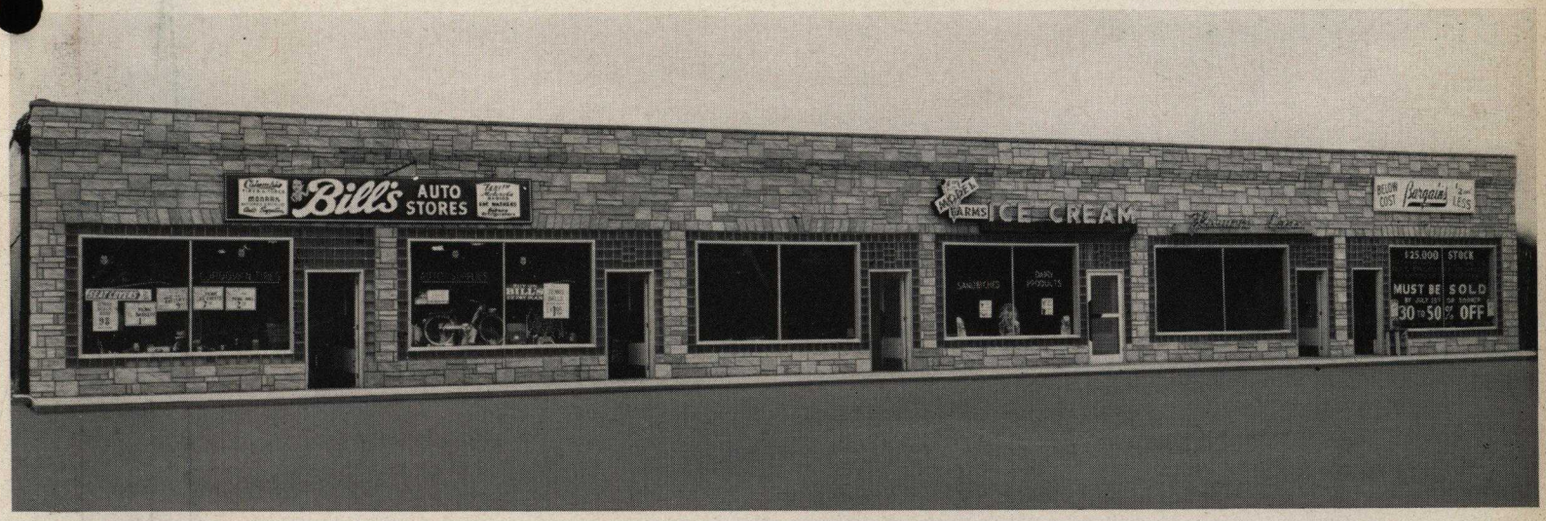


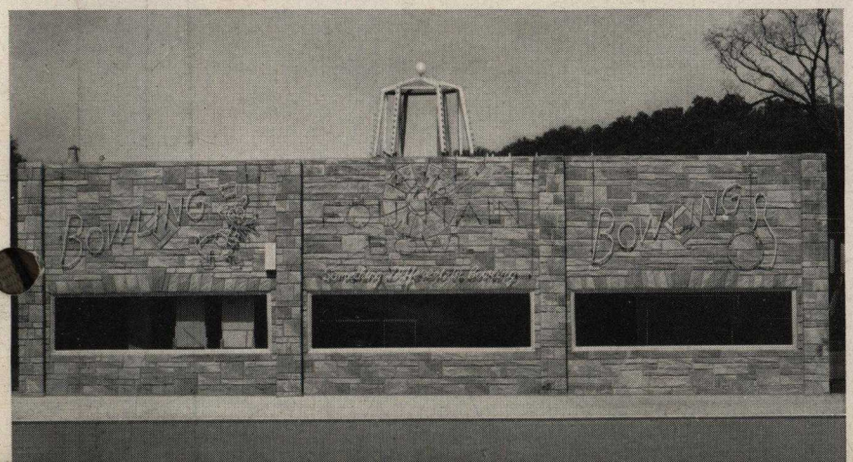


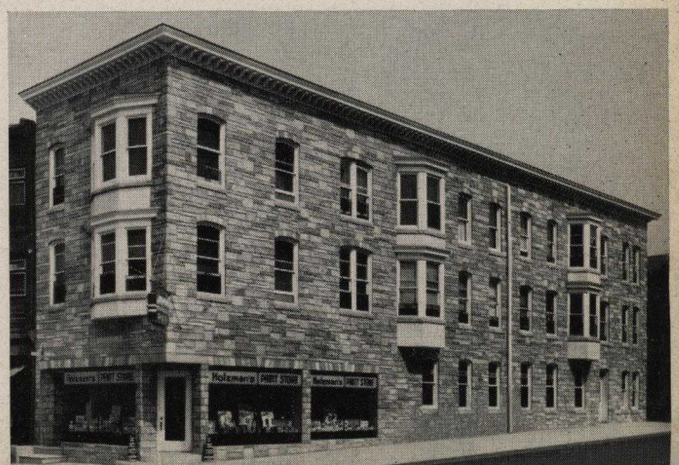
PERMA-S
For Beauty - Permanenc

Enduring

Beautiful Everlasting **Perma-Stone exteriors**







PERMA-STONE
For Beauty - Permanence - Strength

Low first cost and continuous savings, year after year, make Perma-Stone a sound, economical investment with high future salability. The savings begin with the application of Perma-Stone. It goes on fast and no additional footings are required. It doesn't deteriorate or become outmoded. It is permanent in all climates — no maintenance expense. It insulates, reduces fuel bills and heat plant repairs. Why pay more for less than ultra-modern Perma-Stone offers you?

Enduring Perma-Stone Saves You Money!

Decorative Distinctive **for interior use**

PERMA-STONE
For Beauty - Permanence - Strength

PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

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Perma-Stone Co., 719 East Hudson St., Columbus 11, Ohio.

Consult your local dealer.

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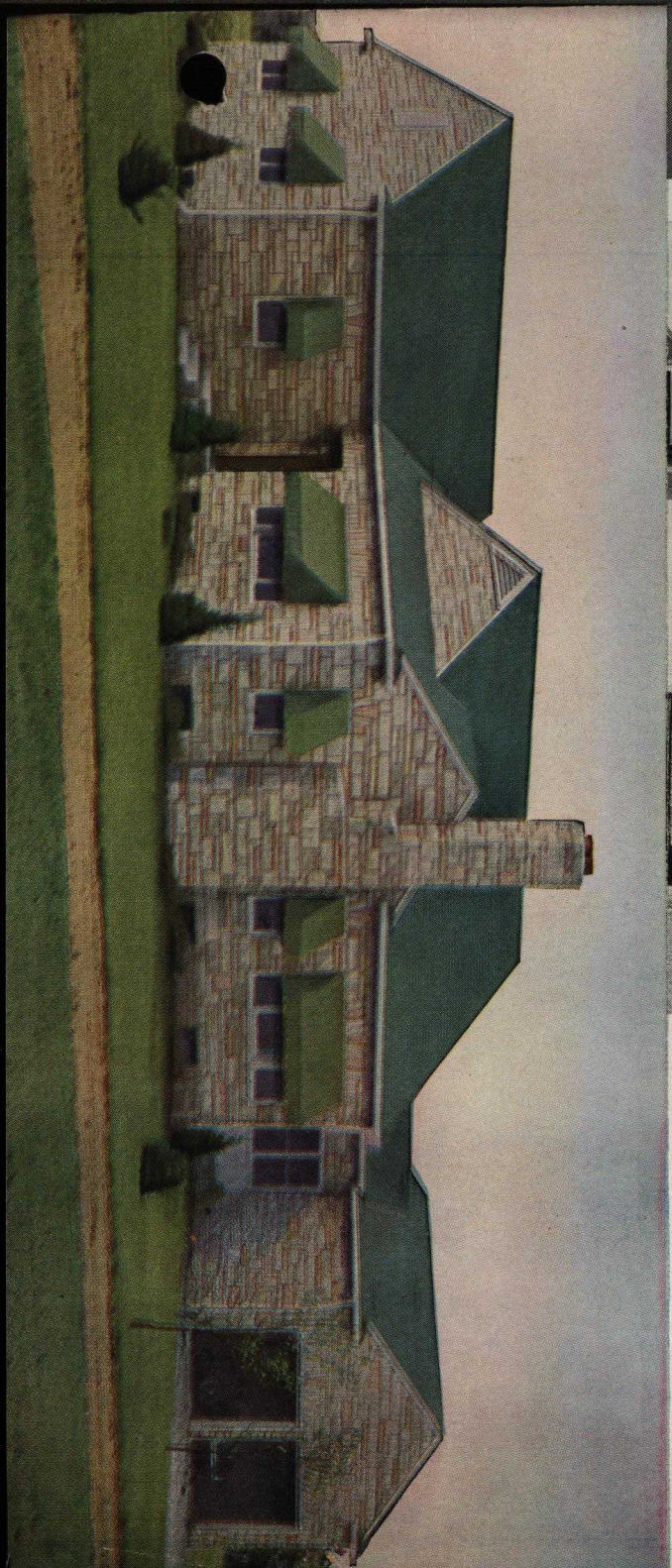
Form F7

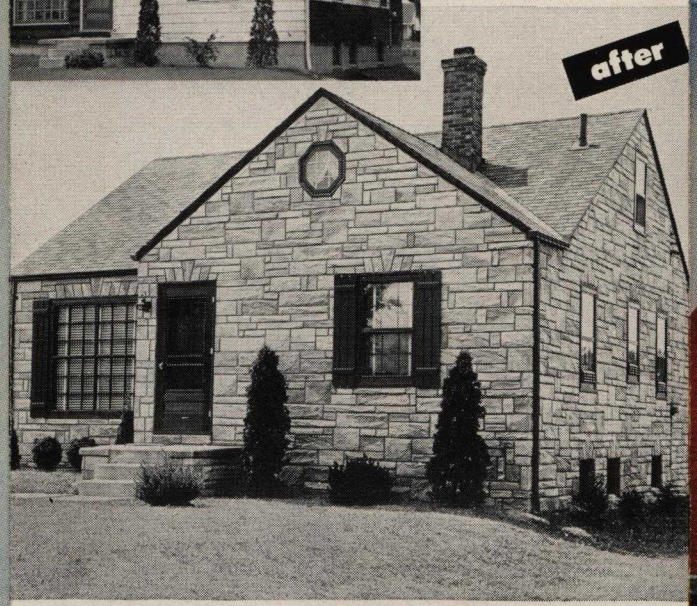


PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

new charm for old homes



Perma-Stone is installed over old or new frame, block, brick or stucco walls. It makes a splendid finish for the exterior walls of residences, churches, schools and stores—for all types of private and public buildings. Perma-Stone also produces handsome rustic effects on the interiors of restaurants, stores, clubhouses, grills, etc.

PERMA-STONE COMPANY

Main Office: 719 E. Hudson Street

COLUMBUS 11, OHIO

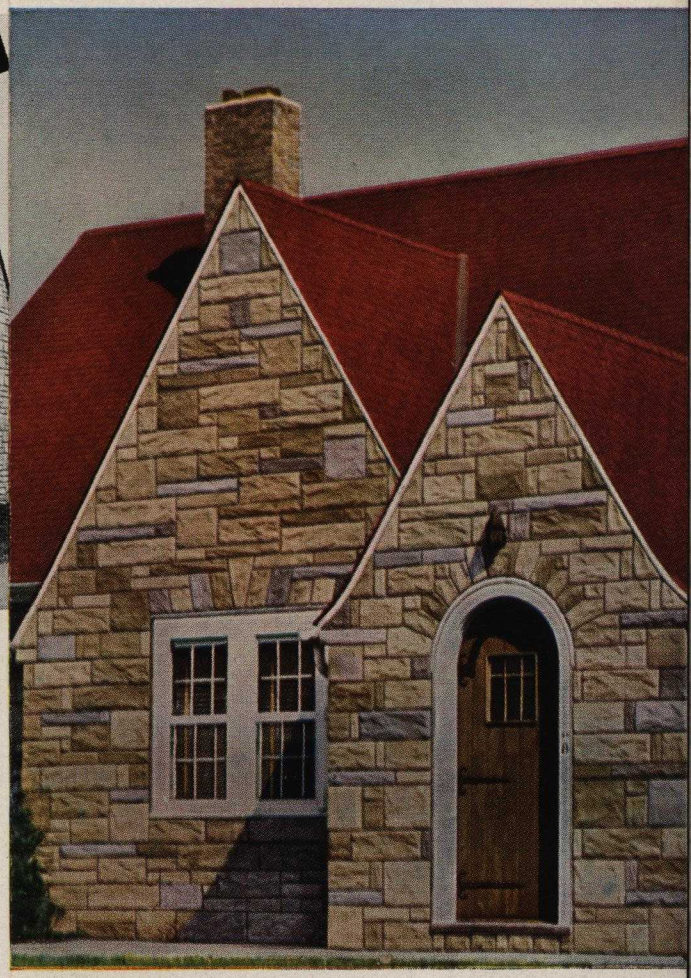
NATION-WIDE DISTRIBUTION THROUGH LICENSED DEALERS

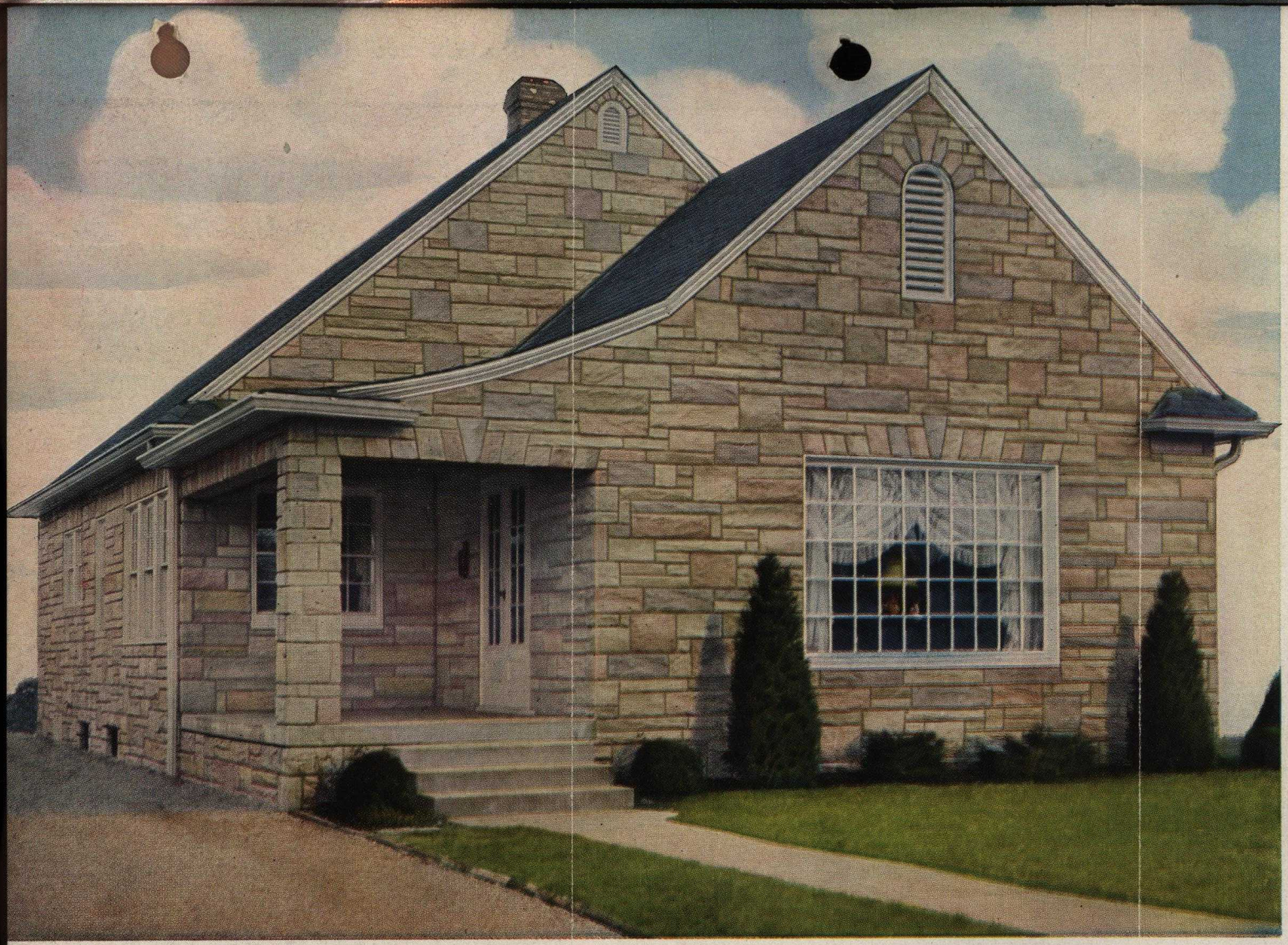
FORM No. F-5-B (Copyrighted)

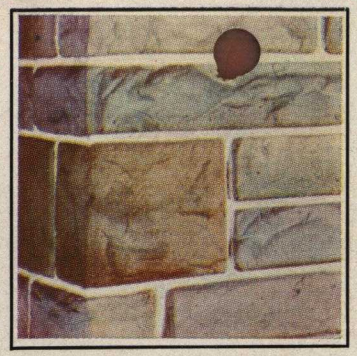
proudly you'll say . . .

"this is our home"

"It's Perma-Stone!"







Genuine PERMA-STONE Facing Compounds are a scientific combination of crushed quartz, pure mineral colors, metallic hardeners and waterproofers — cast directly on the wall with individual moulds.

Face lifting for your home

Regardless of age, style of architecture, type of construction or location, Perma-Stone will add outstanding beauty to your house and make it the showplace of the neighborhood.

Distinctive exteriors

Years ago Perma-Stone set the style for a new type of home exterior — luxuriously beautiful, with the rugged, enduring characteristics of stone. Perma-Stone is available in lovely textured designs in varied color combinations.

Save with Perma-Stone

You pay the cost of Perma-Stone in depreciation, obsolescence, higher heating, ventilating, painting and other maintenance costs — why not enjoy the economy, comfort and pride of ownership which Perma-Stone assures.

A PERMANENT INVESTMENT IN BETTER LIVING

Perma-Stone for ultra-modern exteriors ...at a price you can afford!

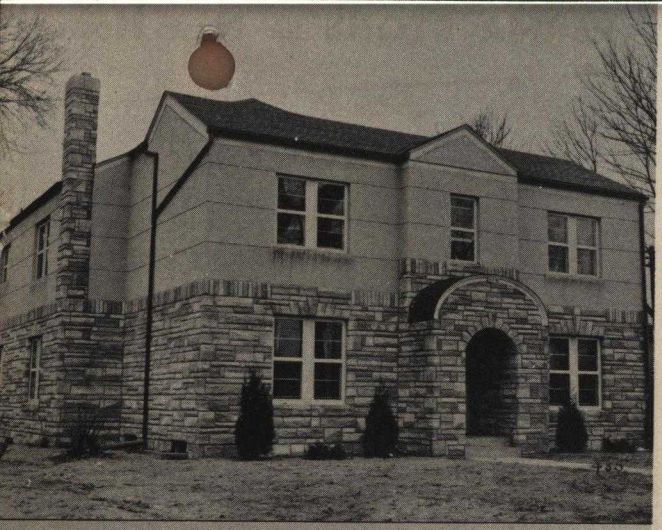
With envy, and many a well-deserved compliment, your friends will admire your smartly modern Perma-Stone home. And time will never diminish its rare charm of color and texture.

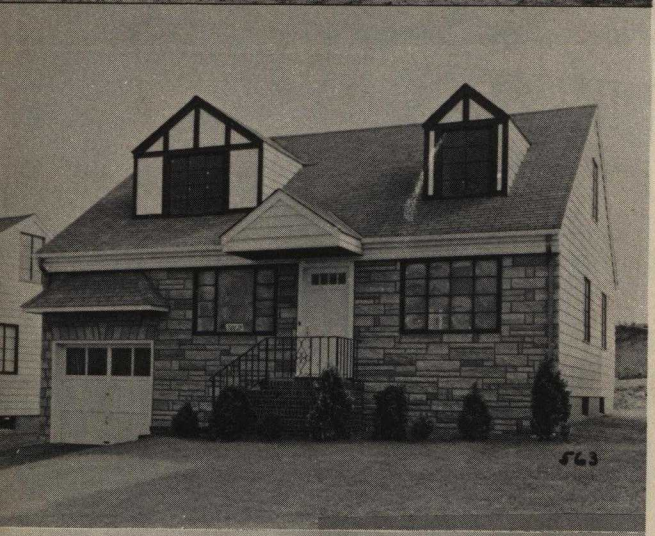
Perma-Stone offers exciting modernization for old or new homes at a price you can afford — smart restyling, with the distinctive character and everlasting charm of stone.

First cost is the last cost

Perma-Stone will win the battle against time and the elements without depreciating in beauty or value

With all that it provides in luxurious beauty, insulation, comfort and gracious living, Perma-Stone is the truly economical choice for home exteriors — the first cost is the last cost. It quickly pays for itself in reduced fuel bills and freedom from future upkeep expense. It is fire-safe, weather-tight and vermin-proof. An investment that increases property values many times its cost.





PERMA-STONE IS BEAUTIFUL

The rugged beauty of natural stone is produced with PERMA-STONE in the variety of colors which make real stone constructions so outstandingly beautiful. PERMA-STONE finishes are rich and luxurious yet still retain the pure simplicity of stone.

OVER ALL TYPES OF WALLS

PERMA-STONE is installed over old or new frame, concrete, brick or stucco walls. It makes a splendid finish for the exterior walls of residences, churches, schools, stores, etc. as well as for private and public buildings of all types. It also produces handsome rustic effects on the interiors of restaurants, stores, clubhouses, grills, etc.

INSULATING QUALITIES

PERMA-STONE walls save fuel and shut out heat and cold so effectively that there is no need for special insulating materials.

PERMA-STONE, THE PRODUCT OF SCIENTIFIC MANUFACTURE

Leading architects, builders and realtors throughout the country use and recommend PERMA-STONE. Buildings covered with PERMA-STONE take on added dignity and charm and their resale value is greatly increased.

PERMA-STONE — is sold completely applied on buildings by factory trained men. The cost of PERMA-STONE installations are surprisingly reasonable and installations of all kinds are quickly made without disturbance to occupants.

PERMA-STONE COMPANY

Main Office COLUMBUS 11, OHIO **719 E. Hudson St.**

NATION-WIDE DISTRIBUTION THROUGH LICENSED DEALERS

Full information will be gladly supplied without obligation, by your local PERMA-STONE DEALER.

FORM F-1 A

Economical Exteriors

that Look Expensive

PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

NATION-WIDE DISTRIBUTION THROUGH LICENSED DEALERS

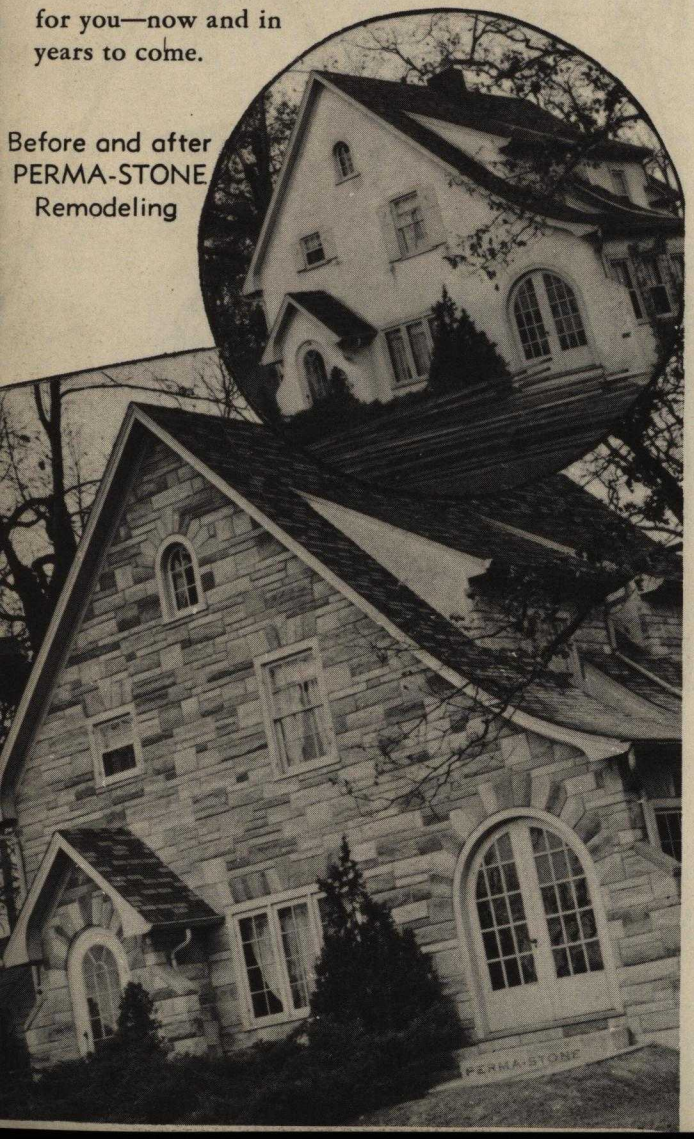
A BEAUTY TREATMENT

Here's how to modernize, to repair, to beautify old houses, garages, apartments and other buildings.

Genuine PERMA-STONE Facing Compounds are cast over new or old, tile, stucco, block or brick, and on new or old frame construction. As they are light in weight, no additional footings or changes in foundations are necessary where they are employed; neither are any special door or window frames required.

Read what **PERMA-STONE** can do for you—now and in years to come.

Before and after PERMA-STONE Remodeling



• NOW YOU CAN ADD THE BEAUTY, CHARM AND DURABILITY OF PERMA-STONE TO YOUR BUILDING FOR A FRACTION OF THE COST OF STONE.

PERMA-STONE

REG. U. S. PAT. OFF.

The Modern Facing--

Until recently stone was considered a luxury building material available to those of wealth only. But now through the introduction of PERMA-STONE, advantages of this type of construction are brought within the reach of all.

PERMA-STONE, the new stone-like veneer, gives the color and texture, the permanence and good taste of natural stone to any wall.

By a unique, patented, scientific process—PERMA-STONE is cast in moulds, by hand pressure, directly against the wall, where it bonds perfectly with its backing. Treatment or coloring available in natural stone can be reproduced perfectly in PERMA-STONE, and as the moulds vary in design and as an infinite number of colors can be produced with ease, the result is entirely natural and free from the "sameness" and monotony of artificial stone.

Permanent Weatherproof and Fireproof

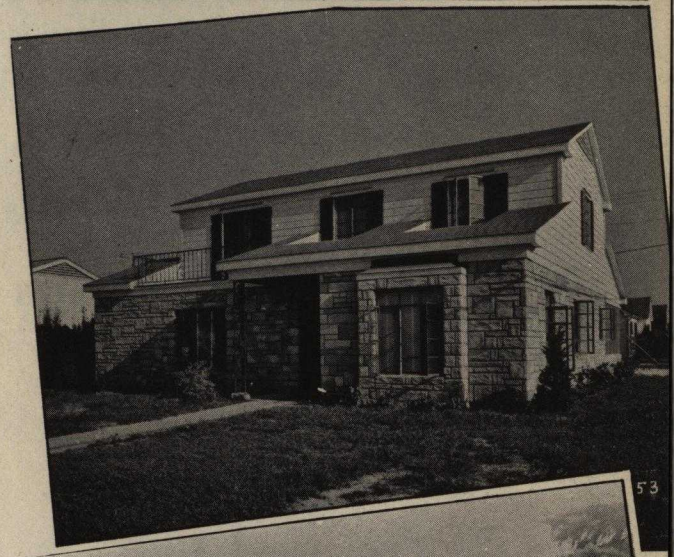
Genuine PERMA-STONE Facing Compounds are permanent. They are made from the same ingredients as our great bridges, dams and other massive structures—Portland cement, quartz aggregates, sun-fast mineral colors, water proofers and metallic hardeners. They actually grow harder as they grow older. They are economical. The first cost is the last cost. The savings in paint and repairs which PERMA-STONE makes possible over the years will actually pay for its installation. Hundreds of PERMA-STONE buildings in all parts of the country subjected to various climatic conditions have proven its permanence beyond any doubt.

Perma-Stone Is Lasting In Style

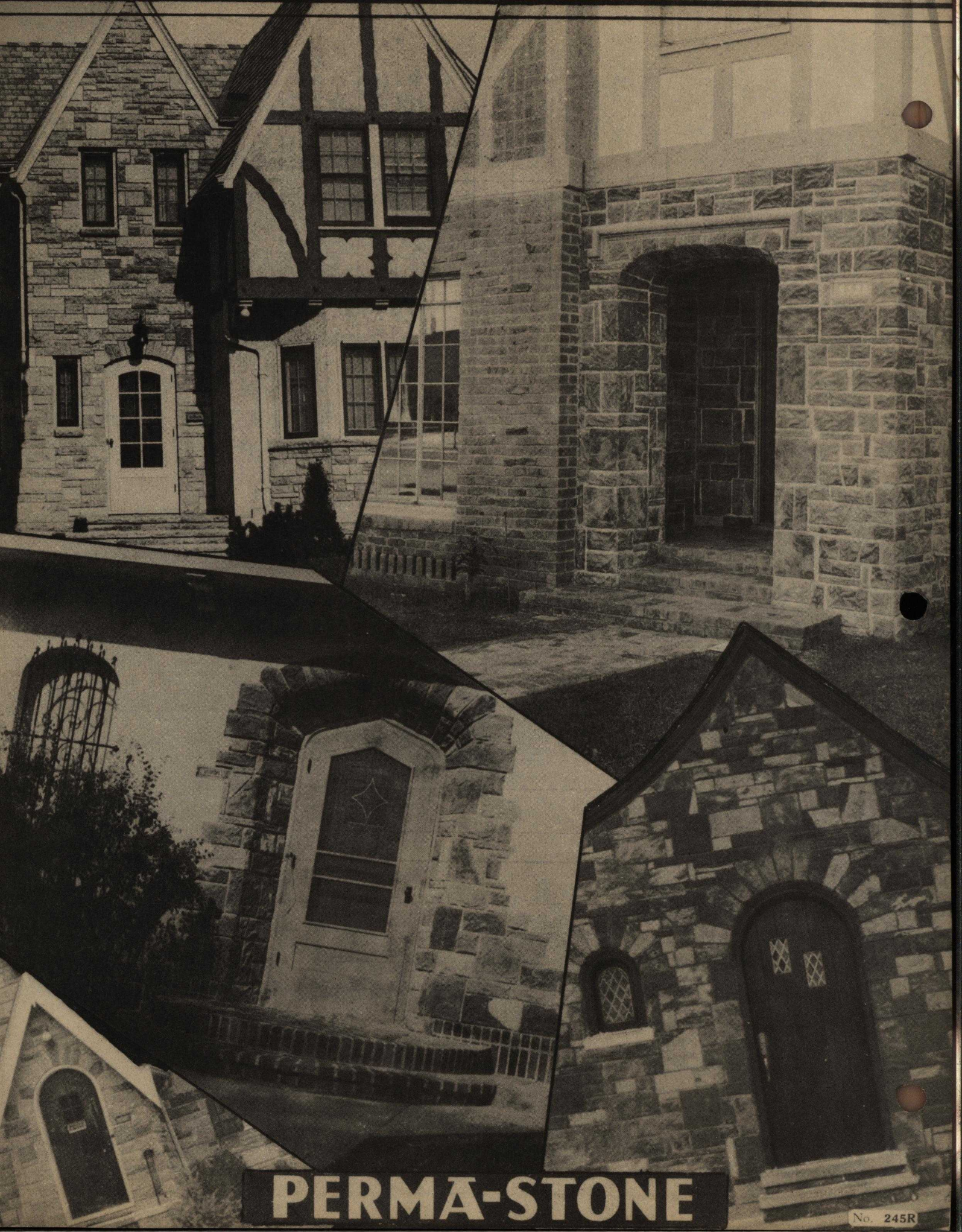
Styles in ordinary construction materials change often but stone constructions retain from century to century their simple good taste. Perma-Stone constructions will always be attractive in style.

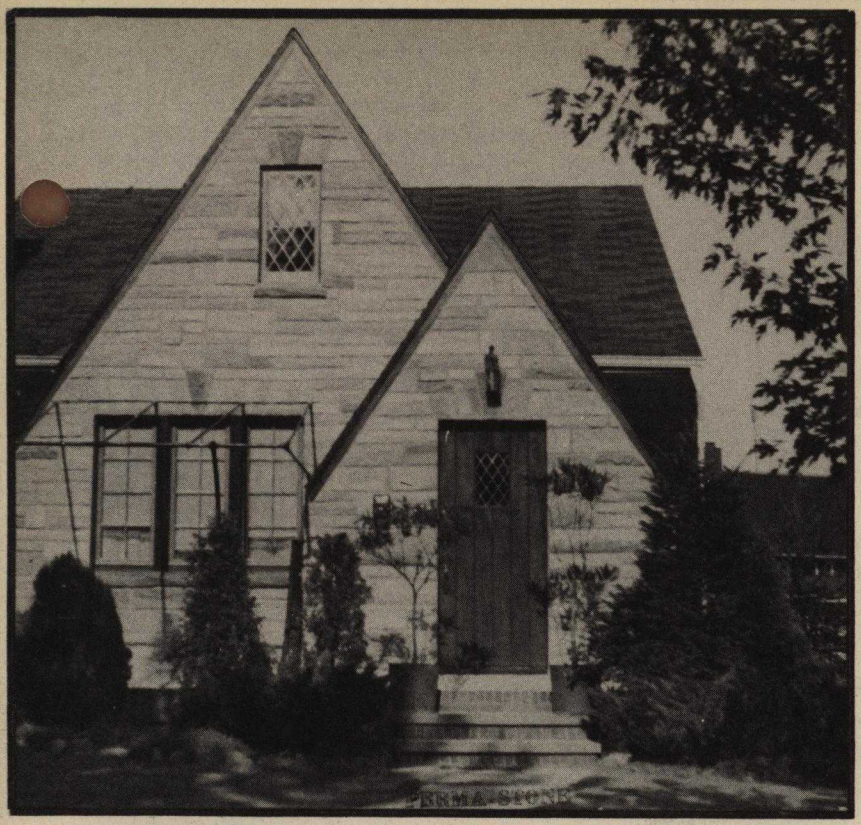
Build to Endure

PERMA-STONE *for* New Homes



PERMA-STONE
PERMA-STONE


PERMA-STONE
No. 245R



Before You Build . . .

Investigate

PERMA-STONE

ASK your architect to design your new home . . in Perma Stone. With Perma Stone he can give you the utmost in reasonable cost, beauty in texture, color and firesafety.

LEADING architects from coast to coast specify

PERMA-STONE

To the laymen who will read this we say: you can find no better guide to quality than this *professional* choice.

The Charm of a Cottage • The Comfort of a Castle

PERMA-STONE

FOR years builders everywhere have sought a material that would have the appeal of Natural Stone, yet avoid the costliness of stone. All sorts of experiments were made without much success. Then suddenly the answer came. It was Perma Stone.

This amazing material is simply made, under a patented process. It can be cast over new or old stucco, concrete, stone, brick or frame construction, and is a practical, inexpensive substitute for stone,

Perma Stone, briefly, is a facing that is bound to have a vast influence on buildings. It has all the charm and permanence of stone, while at the same time costing less than brick veneer.

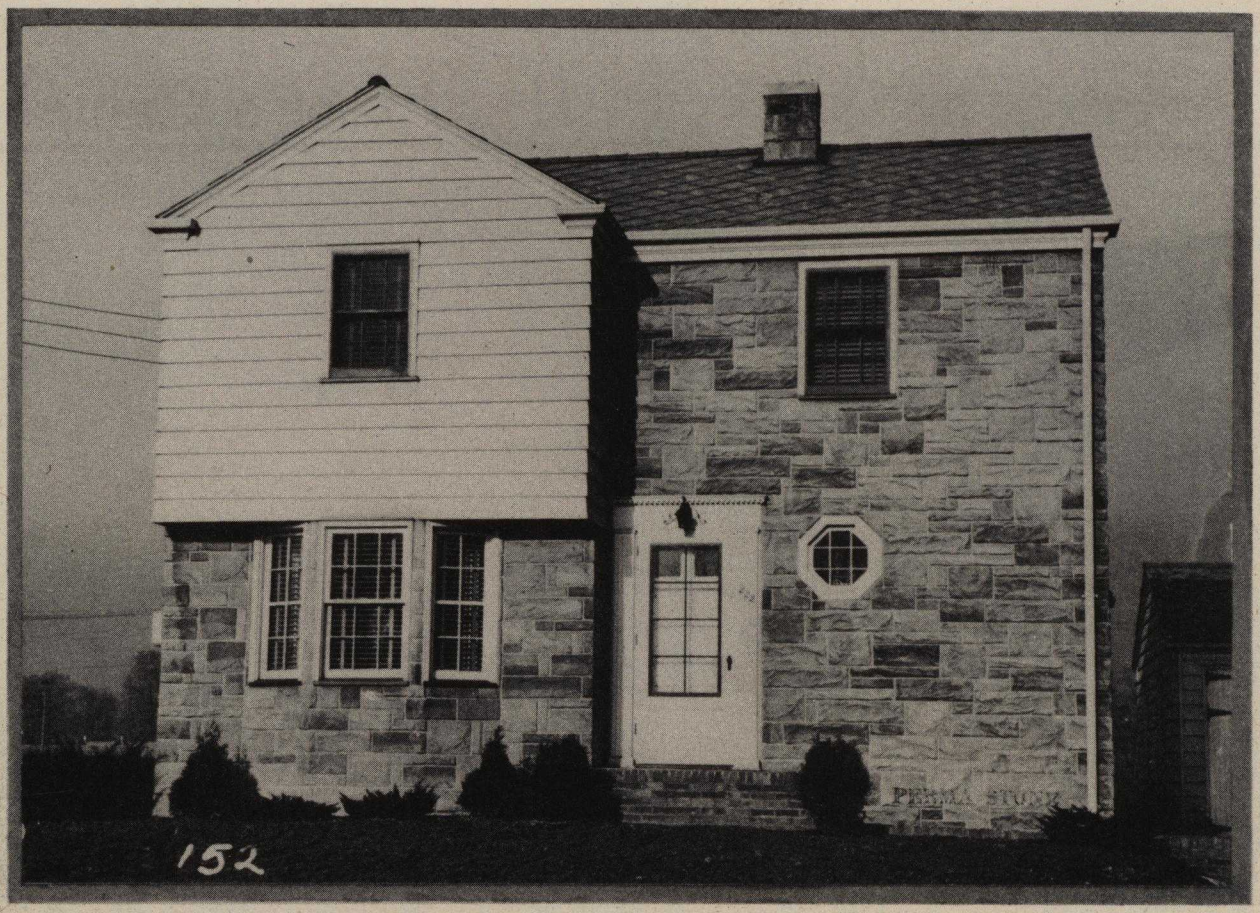
Already Perma Stone is so well established that most progressive contractors know of it, are using it.

No progressive contractor can afford to overlook it.

A glance at the pictures on the opposite page will show you the practical and artistic effects obtained.

PERMA-STONE COMPANY
719 E. Hudson St., Columbus 11, Ohio
Nationwide Distribution Through Licensed Dealers

No. 44L-



Real estate companies throughout the country are using PERMA-STONE

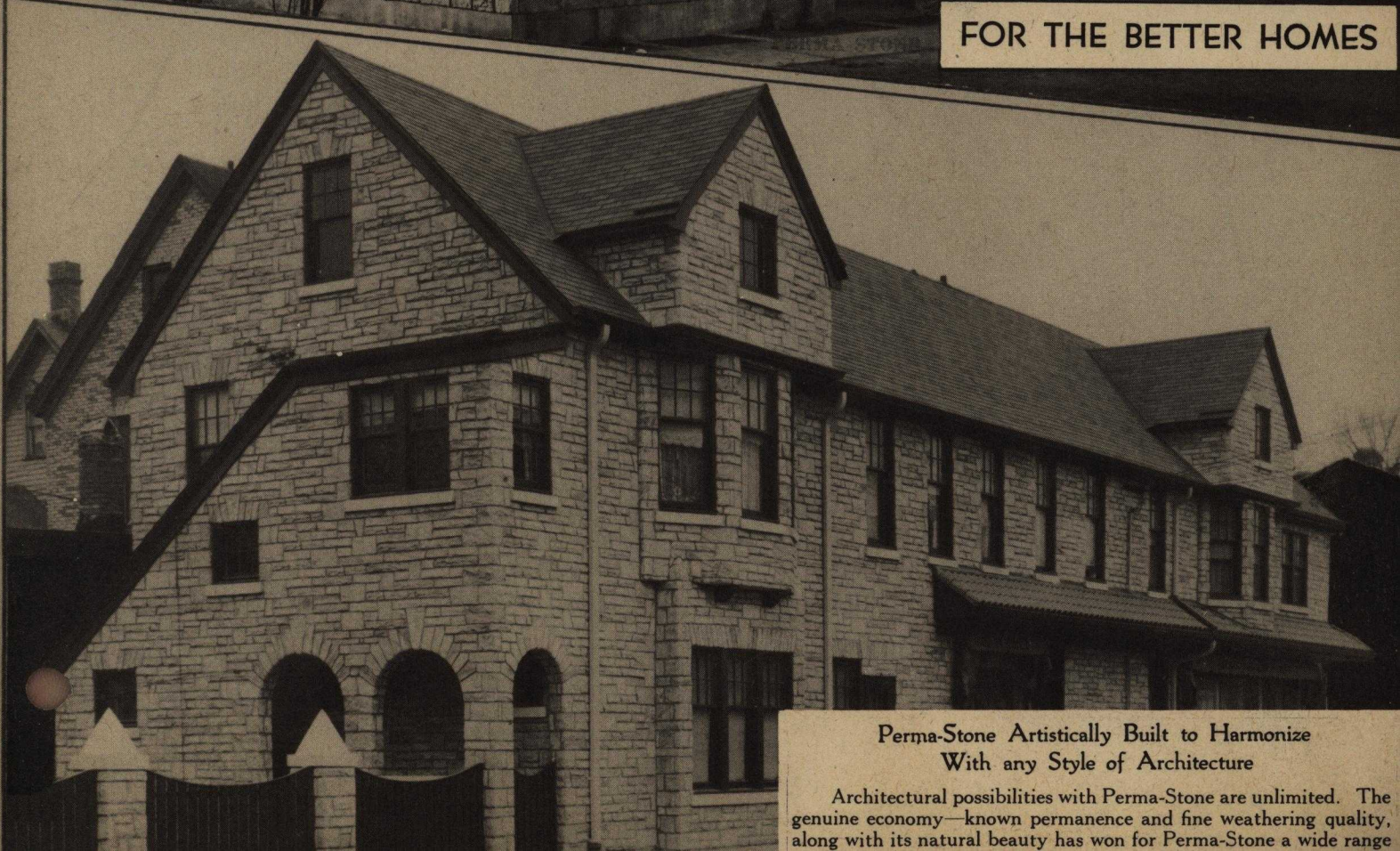
No. 1220

They find it a distinct help in selling old or new homes and apartments.

FEATURE **PERMA-STONE** WHEN BUILDING TO SELL. A HOME SO TREATED IS MORE DESIRABLE

No. 1227L

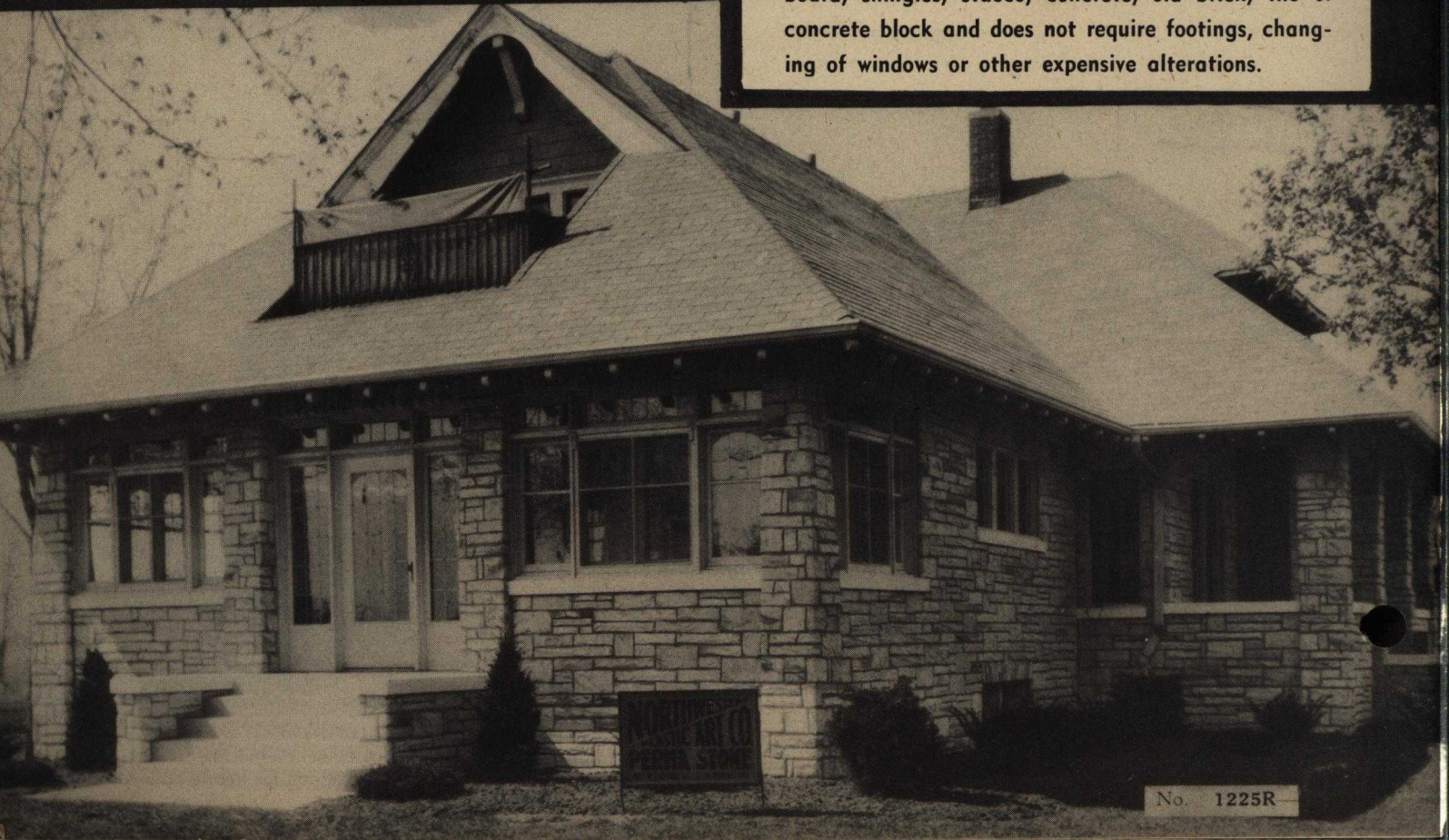
FOR THE BETTER HOMES



Perma-Stone Artistically Built to Harmonize With any Style of Architecture

Architectural possibilities with Perma-Stone are unlimited. The genuine economy—known permanence and fine weathering quality, along with its natural beauty has won for Perma-Stone a wide range

● PERMA-STONE is easily installed over weather board, shingles, stucco, concrete, old brick, tile or concrete block and does not require footings, changing of windows or other expensive alterations.



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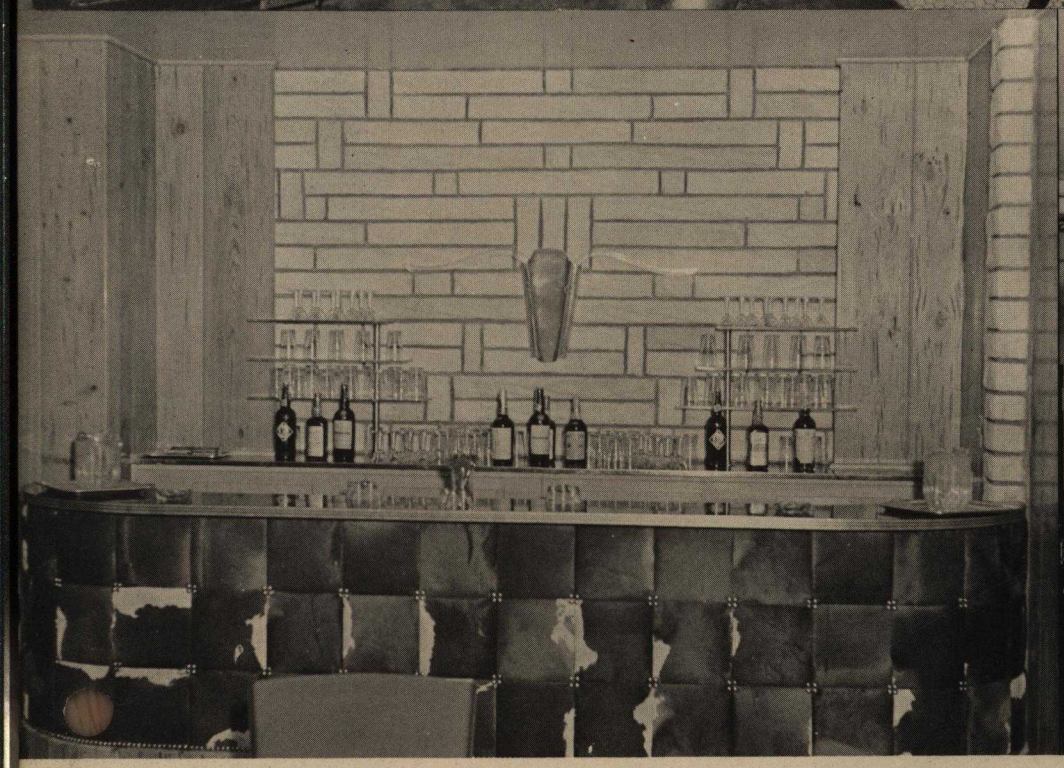
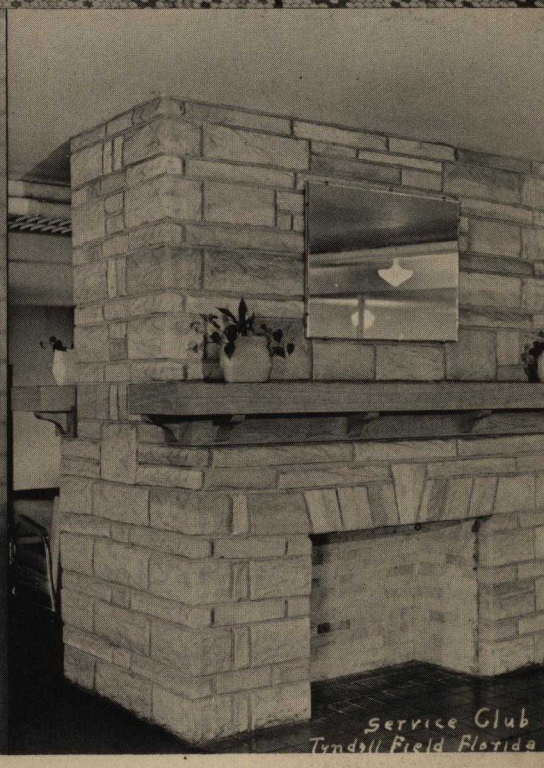




Service Club
Tyndall Field Florida

DISTRIBUTORS OF THE

PERMA-STONE

PERMA-STONE

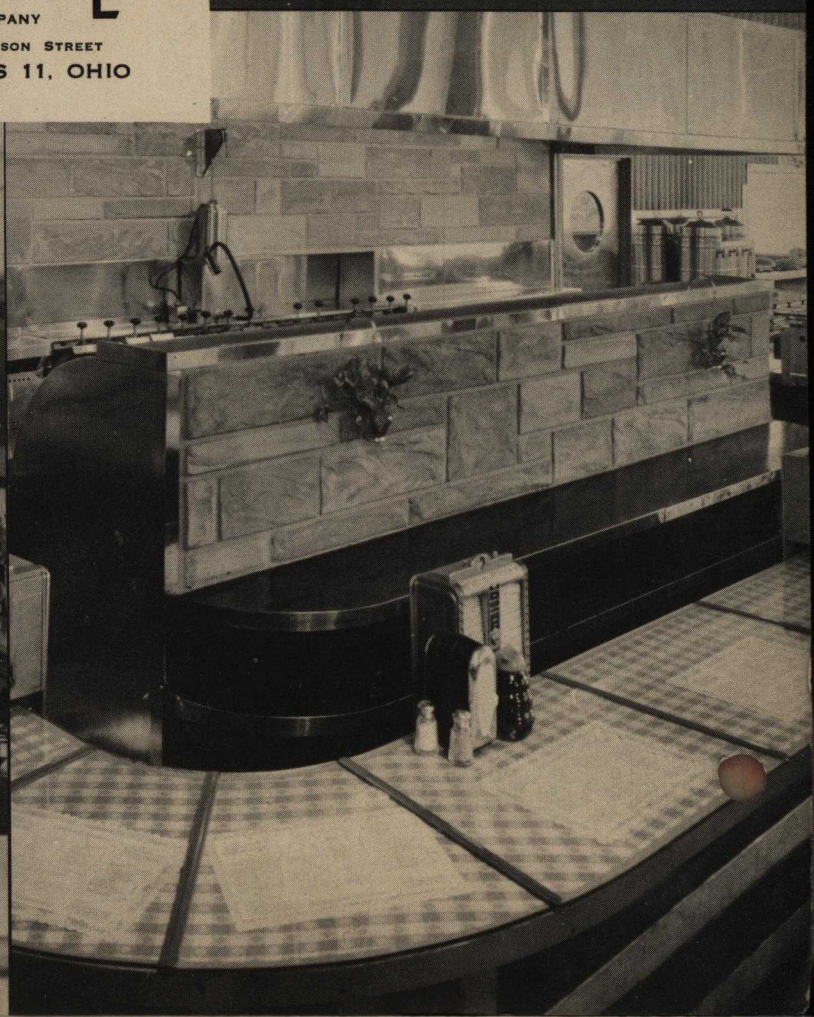
COMPANY

MAIN OFFICE & FACTORY

719 E. HUDSON STREET

BEAUTIFUL PERMANENT WALLS)

PERMA-STONE
COMPANY
719 E. HUDSON STREET
COLUMBUS 11, OHIO



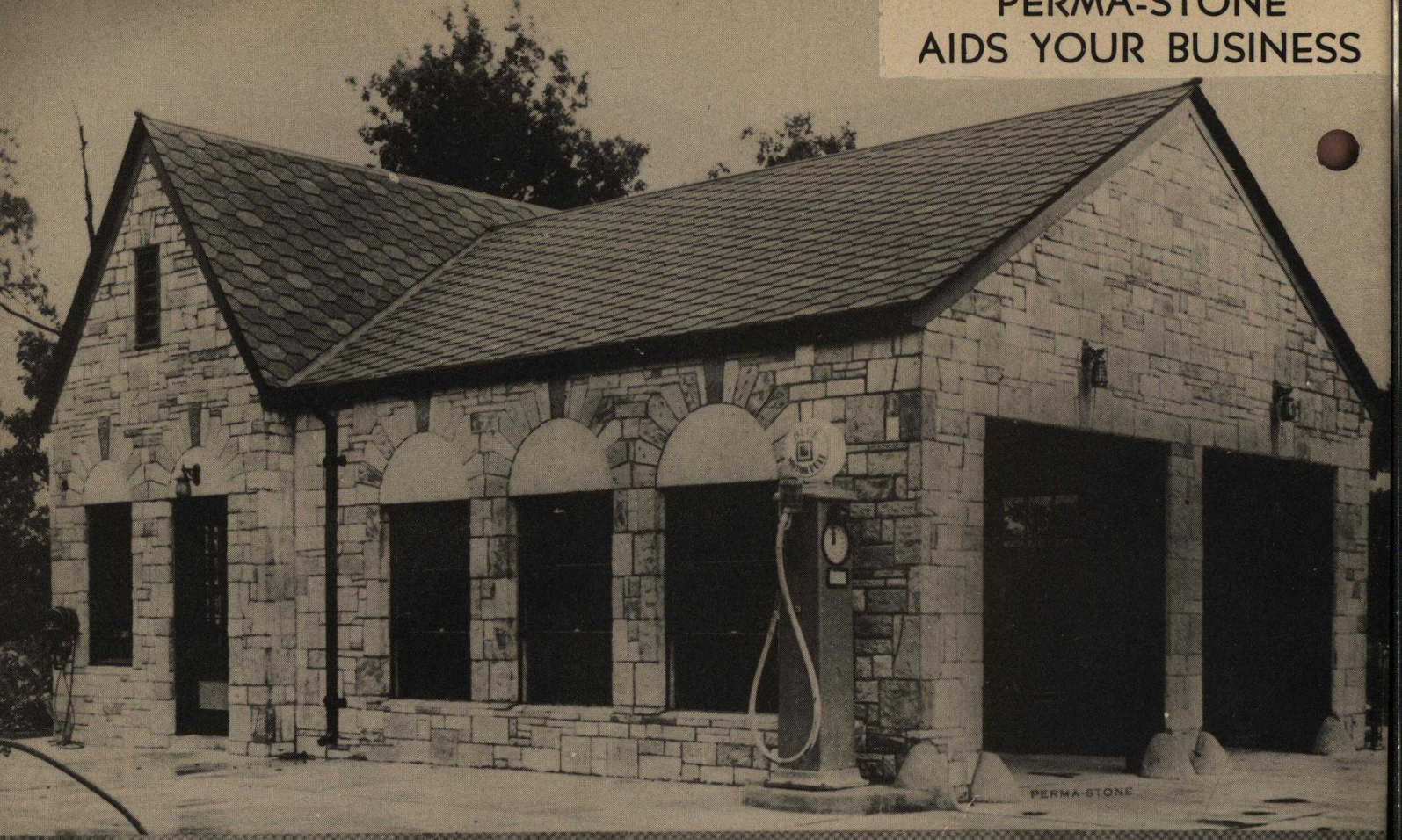
(Beautiful Permanent Walls)

PERMA-STONE COMPANY

719 East Hudson Street

COLUMBUS 11, OHIO

PERMA-STONE AIDS YOUR BUSINESS



ALWAYS IN FASHION . . . ALWAYS APPROPRIATE . . . AND DISTINCTIVE

No. 1225

LASTING CHARM

LOW UPKEEP

PERMA-STONE

No. 150R

(Beautiful Permanent Walls)

PERMA-STONE COMPANY

719 East Hudson Street

COLUMBUS 11, OHIO

COPYRIGHT, 1939 BY
PERMA-STONE SALES, INC.

PERMA-STONE

Add Beauty . . . Add Value . . . Save Paint. . . Save Fuel

PERMA-STONE
No. 348—

COPYRIGHT, 1939 BY
PERMA-STONE SALES, INC.

You remember how it used to look

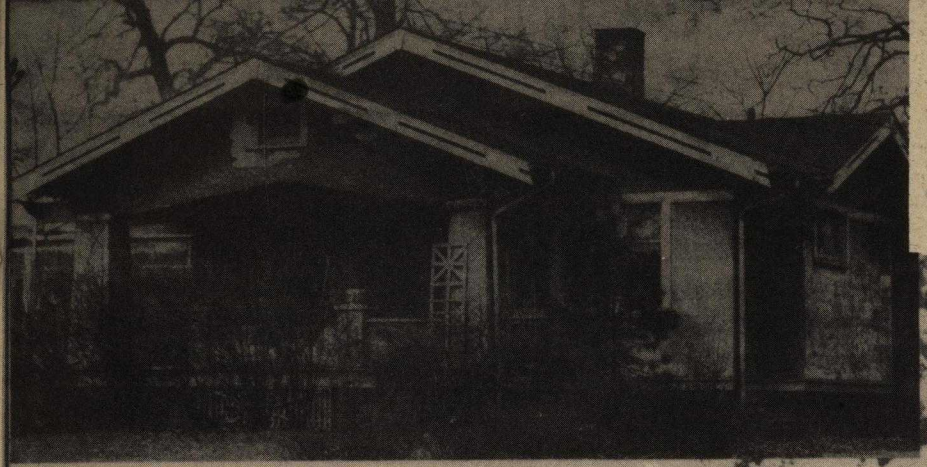
• NOW YOU CAN ADD THE BEAUTY, CHARM AND DURABILITY OF PERMA-STONE TO YOUR BUILDING FOR A FRACTION OF THE COST OF STONE.

PERMA-STONE

MAIN OFFICE
719 E. Hudson Street
COLUMBUS 11, OHIO

NATIONAL DISTRIBUTION THROUGH LICENSED DEALERS

No. 66



For Those Who Demand Something Better - - No. 259

● PERMA-STONE is not a mere "residing job." It encases the building from the ground up in a stone-like, weather-proof, steel reinforced, concrete armor, which greatly strengthens the walls.

Modernizing the Perma-Stone Way

o. 285R–

For Beauty - Permanence - Strength

PERMA-STONE

One way to judge the value of a house is by whether othe people like it. As investments, homes are rated to a large exter on general appeal.

A house with strong-looking walls beautifully finished i PERMA-STONE attracts everyone passing by.

People who "PERMA-STONE" are proud owners and smart investor

A Beautiful, Permanent Facing for Any Type of Wall

PERMA-STONE COMPANY COLUMBUS 1, OHIO

Transformed with "PERMA-STONE"

No. 281

Something to tell your friends about

PERMA-STONE

GIVES THESE VITAL ADVANTAGES

COLOR
BEAUTY
ECONOMY
INSULATION
DURABILITY
PROTECTION

No. 256L

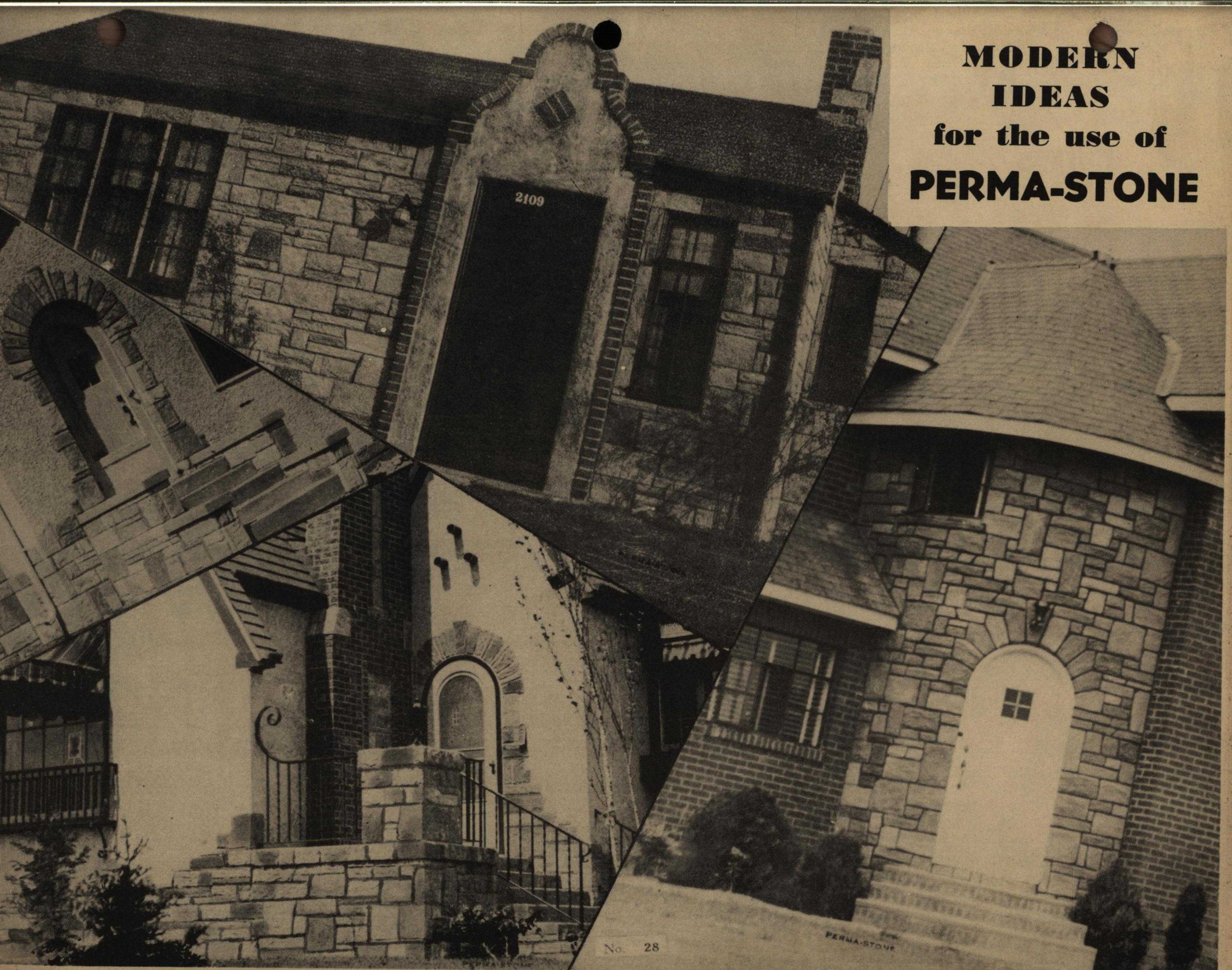
PERMA-STONE *stands for*

No. 240R– **PERMANENCE**

No. 240L

PERMA·STONE GIVES THESE ADVANTAGES **BEAUTY** **DURABILITY** **PROTECTION**

MODERN IDEAS for the use of PERMA-STONE



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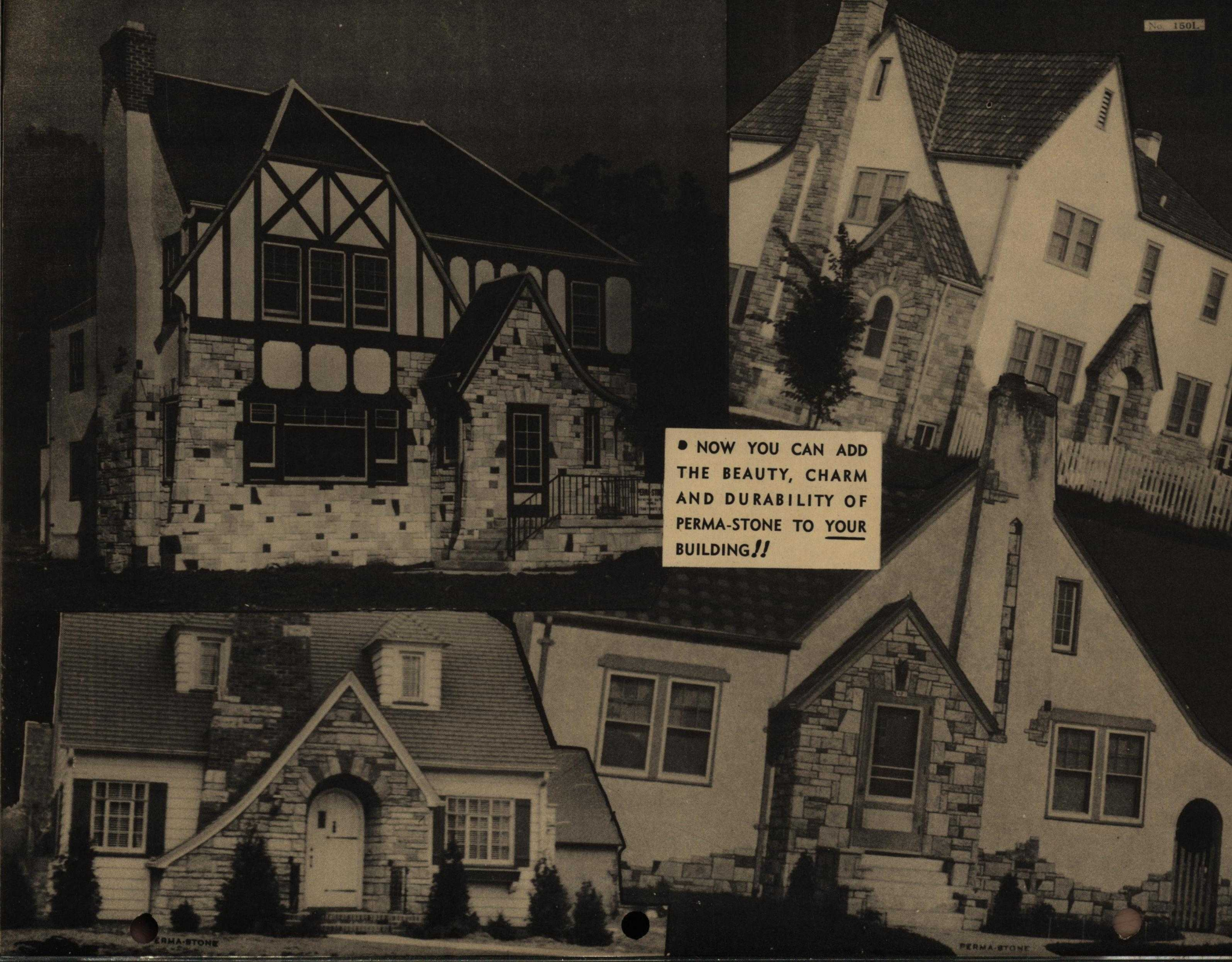
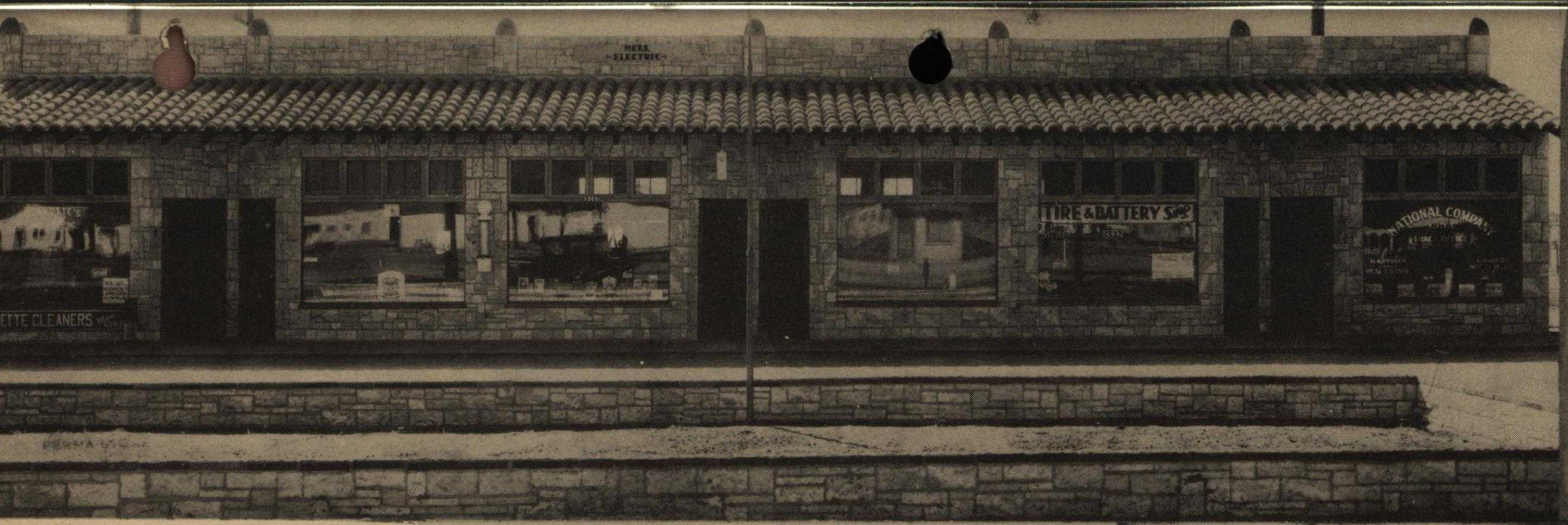

• NOW YOU CAN ADD THE BEAUTY, CHARM AND DURABILITY OF PERMA-STONE TO YOUR BUILDING!!
PERMA-STONE
PERMA-STONE



New Ideas in Styling

PERMA-STONE

IS

Permanent Made of Quartz and Portland Cement

Beautiful Has the Rustic Beauty of Natural Stone.

Colorful All stone or terra cotta colors duplicated.

•

Cast directly on the walls over masonry or wood on either new or old construction at less than the cost of brick veneer.

•

NATION WIDE DISTRIBUTION
THROUGH LICENSED DEALERS

(Beautiful Permanent Walls)

PERMA-STONE COMPANY

719 East Hudson Street

COLUMBUS 11. OHIO

REPRESENTATIVES IN PRINCIPAL CITIES

No. **148**

No. 27

PERMA-STONE

FIRE PROOF ▾▾▾

VERMIN PROOF

EASY TO KEEP CLEAN ▾▾▾

INEXPENSIVE

PERMA-STONE

- STORES
- FLORIST SHOPS
- SERVICE STATIONS
- RESTAURANTS
- TAVERNS
- BARS
- WAINSCOTINGS
- RUSTIC EFFECTS
- BRIDGES
- SCHOOLS
- LODGES
- RETAINING WALLS
- COUNTRY CLUBS
- PARK BUILDINGS
- SWIMMING POOLS
- FOUNTAINS
- CHIMNEYS
- CHURCHES
- THEATRES
- FUNERAL HOMES

What a few simple changes and PERMA-STONE *can do!*

1. How this house looked before the remodeling magic started to work.

A few deft changes in design,

Perma-Stone — and a gloomy back number was made modern, fresh and attractive . . . readily saleable or rentable.

Perma-Stone is a natural for remodeling work—ideal for any type or size job. Remember these facts when you're planning your next remodeling job:

1. **PERMA-STONE** gives a building a fresh, attractive exterior.
2. It is permanent because it is a thin, sturdy wall of concrete with the weather resistance of concrete.
3. It can be applied in any texture and any color.
4. Its cost is moderate, and it gives service that endures in any climate.

Porch removed.

2. —completely transformed from ugliness to beauty.

PERMA-STONE

REG. TRADE MARK

The most beautiful of all exterior wall facings. Permanent, water-proof, weather-proof, fire-safe.

Perma-Stone stands high on the list of materials recommended by architects and builders who have voluntarily aided Perma-Stone dealers in securing millions of dollars in contracts, in all parts of the country.

Building Inspection Departments and other authorities will tell you that Perma-Stone is structurally right. It solves many construction problems, eliminates future maintenance costs.

Equally appropriate and adaptable for home or commercial use — for owner occupation or re-sale purposes.

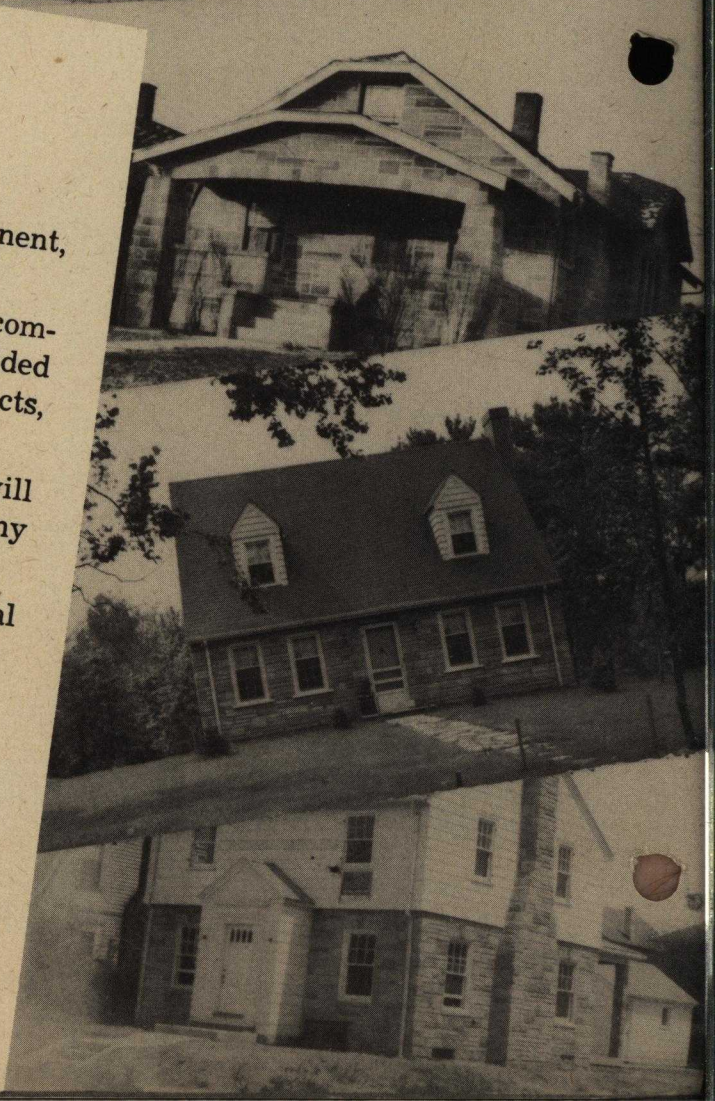
• • •

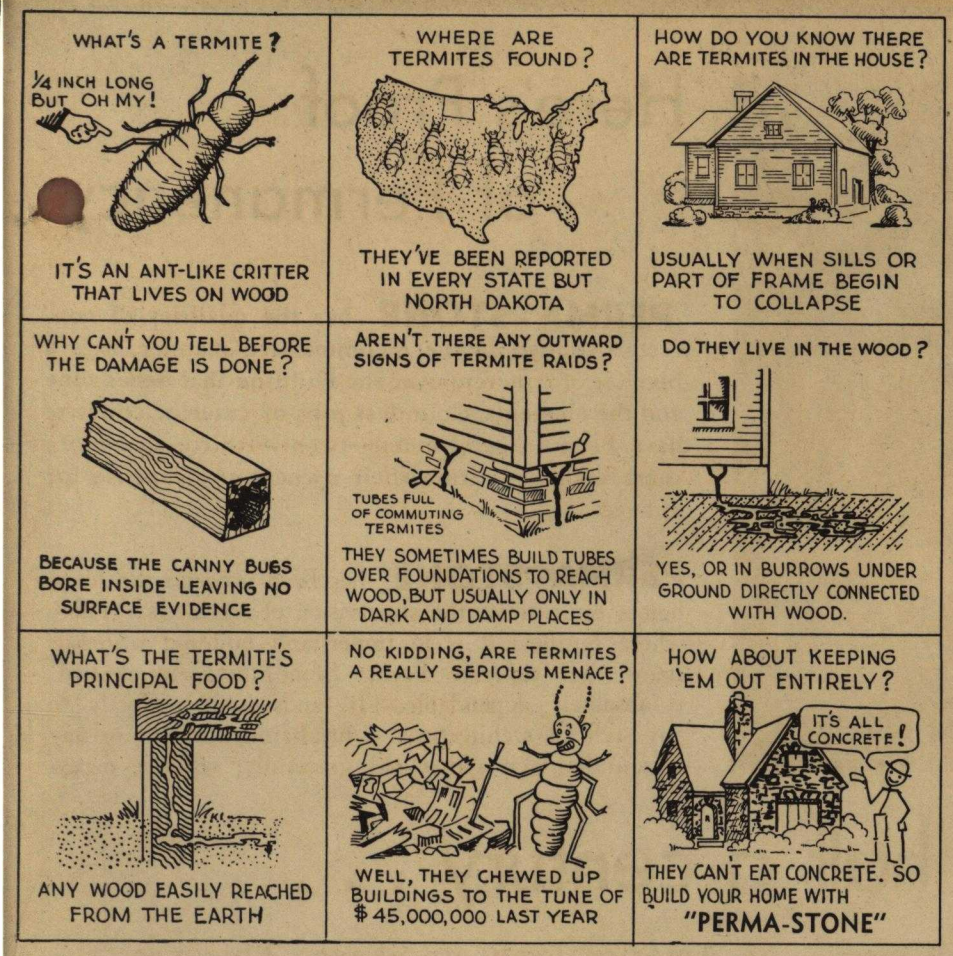
PERMA-STONE COMPANY

719 E. Hudson Street

COLUMBUS 3, OHIO

No. 1221





Termites

What To Do About Them

Termite-Proof and Firesafe as Well

Bankers and insurance companies are awake to the termite menace. It is the banker's business to know the kind of construction in a house on which he is asked to loan money. In regions where termites are prevalent, banks will advise termite-proofing to protect their equity during a long-term loan.

Termites increase the danger of fire or storm damage in buildings. Structural parts weakened by the ravages of termites are likely to fail under unusual stresses such as occur during storms. At least one insurance company has issued a special bulletin on termites. A Perma Stone house built by modern methods is termite-proof and firesafe too — A good investment for the owner—sound security for a mortgage loan, an excellent insurance risk.

Termites are six-legged insects related to the cockroach.

Cellulose, the chief constituent of wood, is the principal diet of termites.

Termites are only about a quarter-inch long, but are armed with powerful mandibles with which they are able to bore through even hard wood.

Termites live habitually in the dark—in narrow galleries either in wood or in earth directly connected with wood.

There are many species of termites, of which the most widespread in the United States is the subterranean termite.

Termites have been found in every state except North Dakota.

More than 40 states have reported extensive termite damage to buildings.

It is estimated that repairing termite damage costs more than $45,000,000 a year.

Extensive experiments prove that termites cannot penetrate **PERMA-STONE**

This handsome *Perma-Stone* house will never be subject to termite damage. Termites, wood-eating vermin, have spread into all but one state, causing millions of dollars damage yearly.

MOULDS & PROCESS PATENTED.
PERMA-STONE
REG. U. S. PAT. OFF.

PERMA-STONE
COMPANY

MAIN OFFICE & FACTORY
719 E. HUDSON STREET

Here's Proof of Permanency

PERMA-STONE has the qualities of concrete. Applied in the recommended manner, it is a blanket of concrete over the building that defies time and the elements. Countless jobs of exterior concrete have been in service ten—twenty—thirty and more years without costing their owners any expense for upkeep.

PERMA-STONE has been used on the finest homes built under the supervision of architects. Those whose business it is to understand building materials know that concrete Perma Stone, properly applied, is absoluely dependable. It lends itself perfectly to any style of architecture; it fits harmoniously into any surroundings; it grows old gracefully, without decay.

For more than half a century . . .

THE first concrete homes—built more than fifty years ago—pioneered a tradition of strength, permanence, fireproofness and inherent beauty which has defied time and weather. Today, these sturdy homes of concrete are well into their second half century of livability.

Examples of the earlier homes of concrete—built by those who first learned that *it pays to own a fireproof home*—are pictured on this page. The oldest concrete home in America is shown above. This was erected in 1852 by Horace Greeley. At the bottom of the page another old house—built in 1872—is illustrated.

These houses—and others not pictured here—are monumental proof of the prophecies of their builders that it would pay to own a fireproof home of concrete. This important tradition is handed down to the present generation. And this booklet tells how today's fireproof homes are built.

Today's Trend Is Toward Firesafe Home Construction . . .

Firesafe construction, ideally exemplified by concrete masonry and **PERMA-STONE**, has become a dominant factor in home building not only because of the protection it offers against fire hazards and losses, but because it represents the most economical form of construction. It is recognized that the accumulation of costs necessary to repair, replace and maintain houses that run down and depreciate under the ravages of time, use and weather, are largely eliminated in strong, durable, firesafe construction.

PERMA-STONE *stands for* **PERMANENCE**

FOR *old* OR *new* HOMES

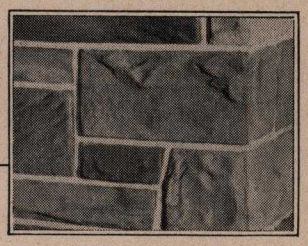
Permanent Beauty at Low Cost!

A grand way to build — an exciting way to modernize . . with ultra-modern Perma-Stone. Permanent, forever beautiful, yet low in first cost and free from maintenance expense. Weather-tight, fire-safe, vermin-proof. Gives old and new homes distinctive textured beauty and color charm. Yours in a wide choice of blended rich browns, soft greys, or native stone colors. See Color Charts at your local Perma-Stone dealer's. Write for free literature.

Perma-Stone Co., Desk B-13, 719 E. Hudson St., Columbus 11, Ohio

PERMA-STONE Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength



Genuine Perma-Stone Facing Compounds are cast with hand moulds over walls of any kind.

This Ad Appears In

HOLLANDS MAGAZINE

Circ. 500,000
June Issue 1950
Key - Desk B-13

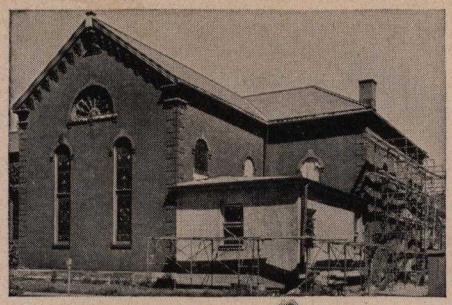
ALSO ELK'S MAGAZINE

Circ. 1,200,000
June Issue 1950
Key - Desk B-14

PERMA-STONE CO.

Columbus 11, Ohio

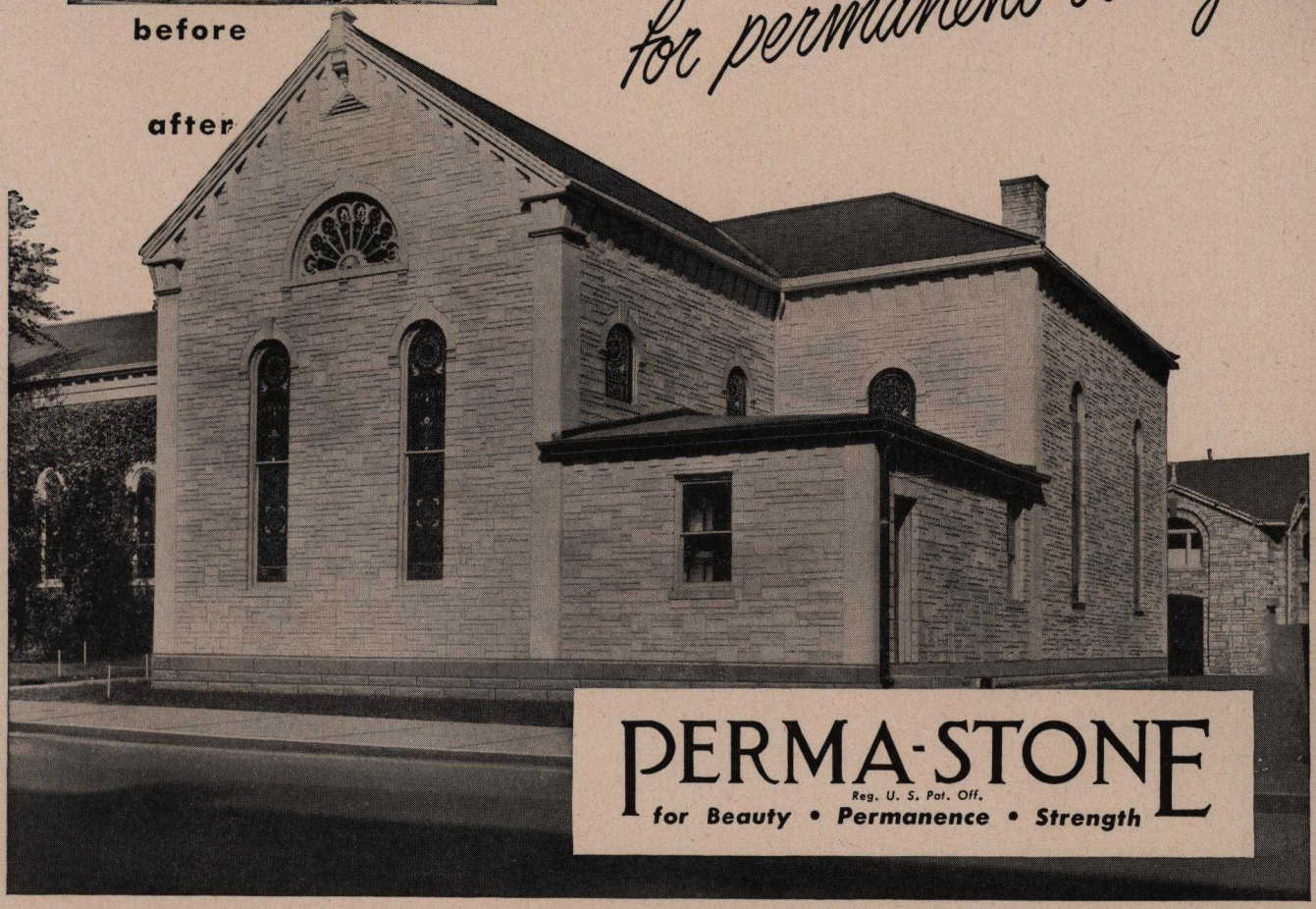
Form HM—EM—6-50

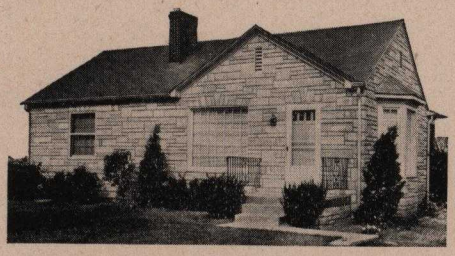


before

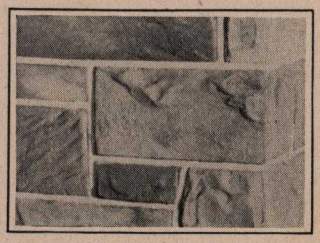
after

modernize economically for permanent beauty





Perma-Stone is nationally popular for home exteriors, for new construction and modernizing.



Genuine PERMA-STONE Facing Compounds are cast with hand moulds over walls of any kind. Insist on Genuine Perma-Stone.

A beautiful, everlasting Perma-Stone exterior is a fitting expression of dignity and character for your church — and a sound investment for the future. Low in first cost, free from maintenance expense. Equally suitable for modernizing time-worn, shabby exteriors, and for *new* church structures. Harmonizes with any type of architecture. Seals walls weather-tight, fire-safe, vermin-proof. Insulates, reduces heating expense. Available in a wide range of color combinations—rich browns, soft greys, native stone colors.

Perma-Stone has been chosen for many of America's most beautiful churches. New Church Folder shows full-color illustrations. Mail coupon for a free copy and dealer's name.

Perma-Stone Co., Desk B-10, 719 E. Hudson St., Columbus 11, O.

Send your new 4-color Church Folder and dealer's name.

Name .....

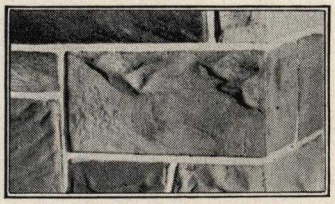
Street .....

City ..... State .....

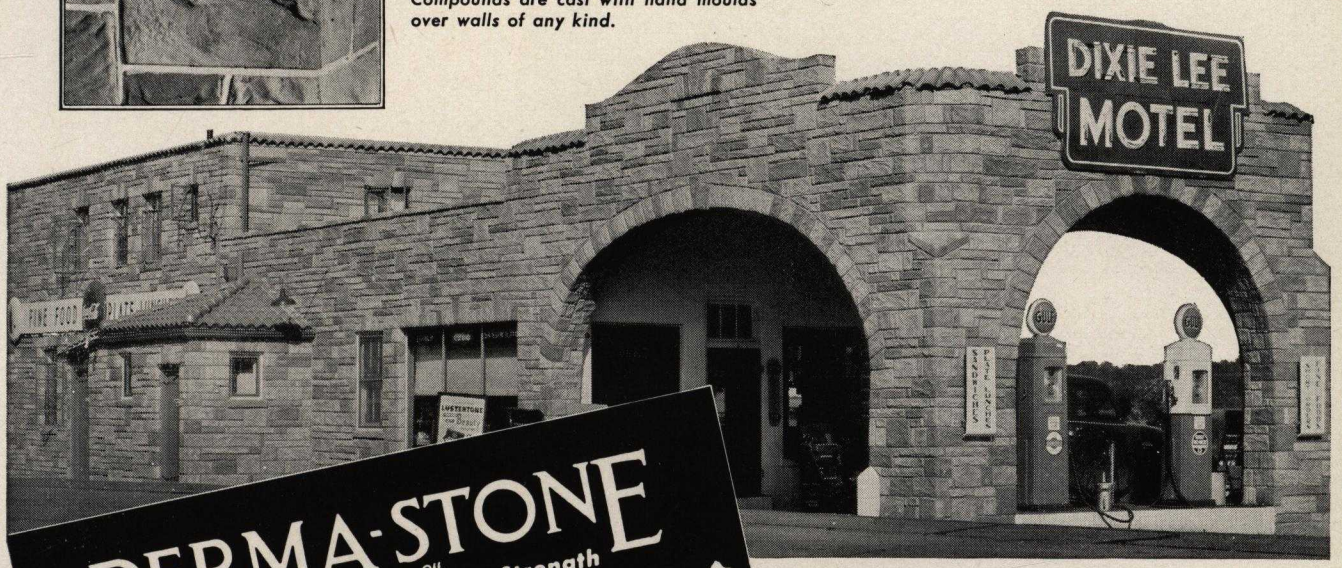
Perma-Stone Exteriors Get the Business!

Ultra-modern Perma-Stone exteriors give cabins impressive charm and character . . . attract the preferred class of tourist trade . . . and welcome guests with a promise of finest appointments and first-class service. Sure to increase your business!

You'll be money ahead in many ways by building or modernizing with smartly modern, everlasting Perma-Stone. Its low first cost is the last cost. No maintenance expense. Never is outmoded. Seals walls weather-tight, fire-safe, vermin-proof. Insulates, offers guests greater comfort. Perma-Stone is available in a wide range of beautiful, blended colors — rich browns, soft grays, colors like native stone. Mail coupon for free illustrated literature and name of your local Perma-Stone dealer.



Genuine PERMA-STONE Facing Compounds are cast with hand moulds over walls of any kind.



PERMA-STONE Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

mail coupon today

Perma-Stone Co., Desk B-8,
719 E. Hudson St., Columbus 11, Ohio

Send free literature and name of your local dealer.

Name_____

Address_____

City_____ State_____

THIS AD IN TOURIST COURT JOURNAL

SS-4-50

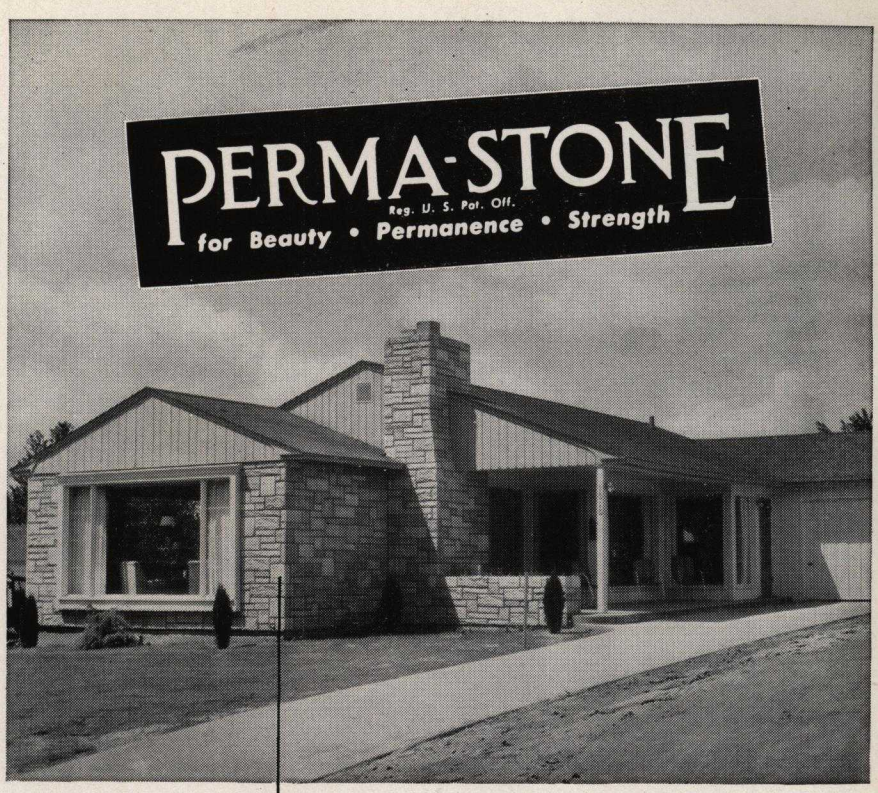
THIS 2/3 PAGE APPEARS IN

SUNSET . . . . MAGAZINE . .

APRIL ISSUE 1950
On Sale March 20th to 25th

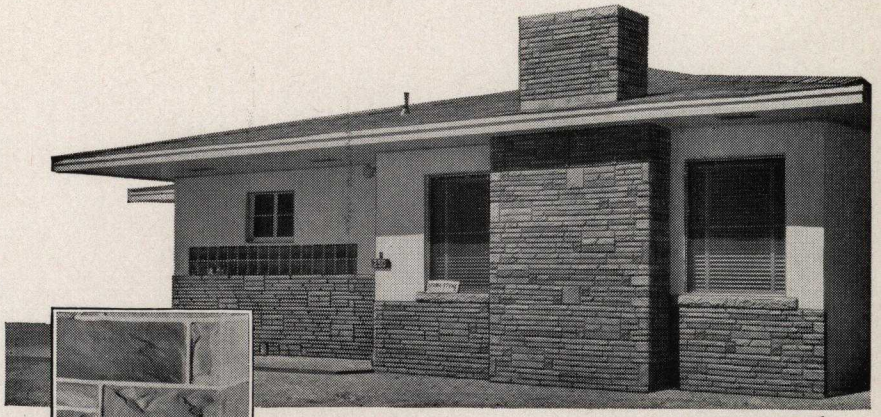
PERMA-STONE COMPANY

Columbus 11, Ohio



at home graciously, colorfully in western homes

Ultra-modern Perma-Stone lends itself luxuriously to every type of architecture for western living. It adds impressive charm to the modern new homes that bring the outdoors in. It's ideal for face-lifting old homes, too. Perma-Stone gives old and new homes economical exteriors that look expensive. Low first cost — no maintenance expense — a sound, permanent investment. Makes homes weather-tight, fire-safe, vermin-proof. Available in soft, rich color combinations and native stone treatments. See Color Selection Placques at your Perma-Stone dealers. Mail the coupon for free literature and dealer's name.



Genuine Perma-Stone facing compounds are cast with hand moulds over walls of any kind.

FREE FOLDER

Perma-Stone Co., Desk B-7
719 E Hudson St., Columbus 11, Ohio

Send free Perma-Stone literature and name of your local dealer.

Name_____

Street_____

City_____ State_____

This Ad In—

AMERICAN . . HOME . . . . .

May Issue—

On the News Stands

April 25th 1950

Key Desk B-4

The Same Ad In

SMALL . . . . HOMES . . . . GUIDE . . . .

April Issue—

On the News Stands

March 25th 1950

Key Desk B-6

PERMA-STONE CO.

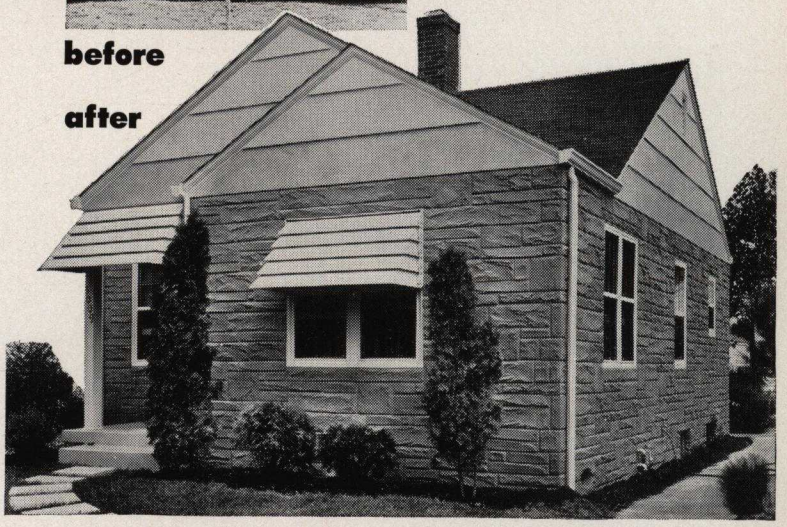
Columbus 11, Ohio

Modernizing Magic

Beautiful, Economical Exteriors for Old or New Homes

before

after



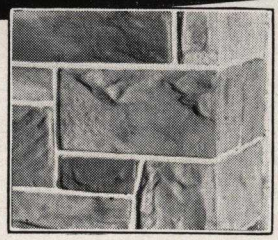
It's a thrilling adventure to build a new home, or transform an old one, with the charm and character of a Perma-Stone exterior. Perma-Stone is graciously at home with any type of architecture. Its ageless beauty will make your home ultra-modern and economical as long as you live. The first cost is low — and a Perma-Stone exterior is cost-free, care-free ever after. Weather-tight, fire-safe, vermin-proof — no maintenance expense.

PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

Perma-Stone is available in a variety of beautiful, blended colors—soft grays, rich browns, colors like your native stone. See Color Selection Placques at your Perma-Stone dealer's. Coupon will bring his name and free literature.



Genuine Perma-Stone facing compounds are applied with hand moulds by a patented process over walls of any kind.

Perma-Stone Co., Desk B-4, 719 E. Hudson St., Columbus 11, Ohio

This Ad In—

BETTER HOMES . . & GARDENS . . . .

April Issue—

On The News Stands

March 25th - 1950

Key Desk B-1

The Same Ad In—

HOUSE . . . . BEAUTIFUL . .

May Issue

On The News Stands

April 25th - 1950

Key Desk B-2

PERMA-STONE CO.

Columbus 11, Ohio

FORM BHG—HB—50

have a house that's

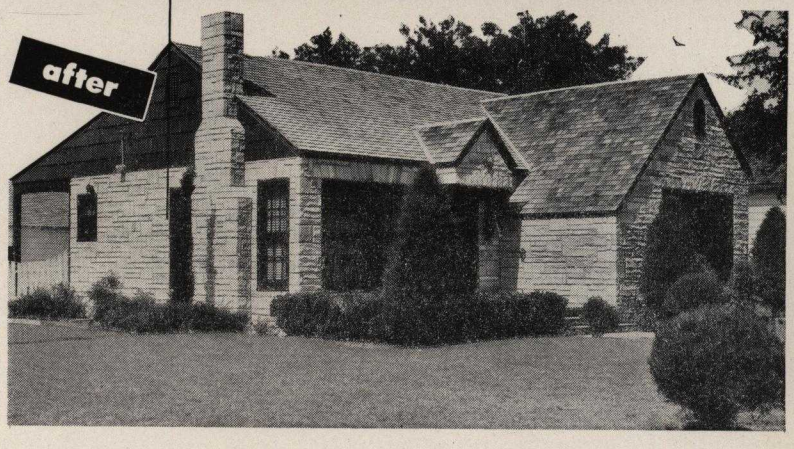
Ultra modern

as long as you live

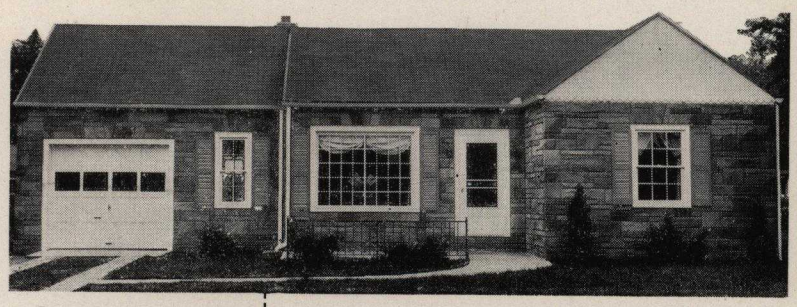
PERMA-STONE

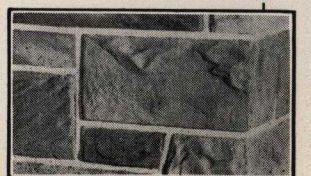
Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength



The ageless beauty of a Perma-Stone exterior will make your home — new or old — smartly, permanently modern. And what Perma-Stone does for daily living is ultra-modern, too. It aids in "climate control" — makes homes weather-tight, insulates the walls, reduces fuel bills. Perma-Stone exteriors are fire-safe and vermin-proof — no maintenance expense. Available in subtly blended colors in a variety of beautiful stone textures. See Visualizer Color Charts at your Perma-Stone dealer's. Mail the coupon for free literature.





Perma-Stone Co., Desk B-1,
719 E. Hudson St., Columbus 11, Ohio

Send free Perma-Stone literature and name of your local dealer.

Name

Form S. H. G.—10-49

THIS ½ PAGE APPEARS IN

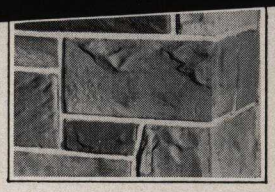
SMALL HOMES . . . GUIDE . . . . . .

OCTOBER 15th ISSUE
1949

PERMA-STONE CO.

More for your home-building dollars!

PERMA-STONE
Reg. U. S. Pat. Off.
for Beauty • Permanence • Strength



Genuine Perma-Stone is prepared and cast with hand moulds over walls of any kind.

Get more for your money . . . give your new home the big-house charm and character and the 3-way economy of a smartly modern Perma-Stone exterior. For new homes, or modernizing, economical Perma-Stone provides the substantial quality and luxurious appearance associated with large, expensive homes. It is a scientific combination of crushed quartz, pure mineral colors, metallic hardeners and waterproofers—rugged, nonabsorbent, everlasting.

Perma-Stone is a sound investment that will make your home more enjoyable and always more salable. It is weather-tight, fire-safe and vermin-proof. No maintenance expense, no replacement cost. Applied by the patented Perma-Stone process in a wide range of soft, blended colors. Mail coupon for free literature and dealer's name.

Home at top: New, with Perma-Stone exterior.
Bottom: Old home modernized with Perma-Stone.

free folder

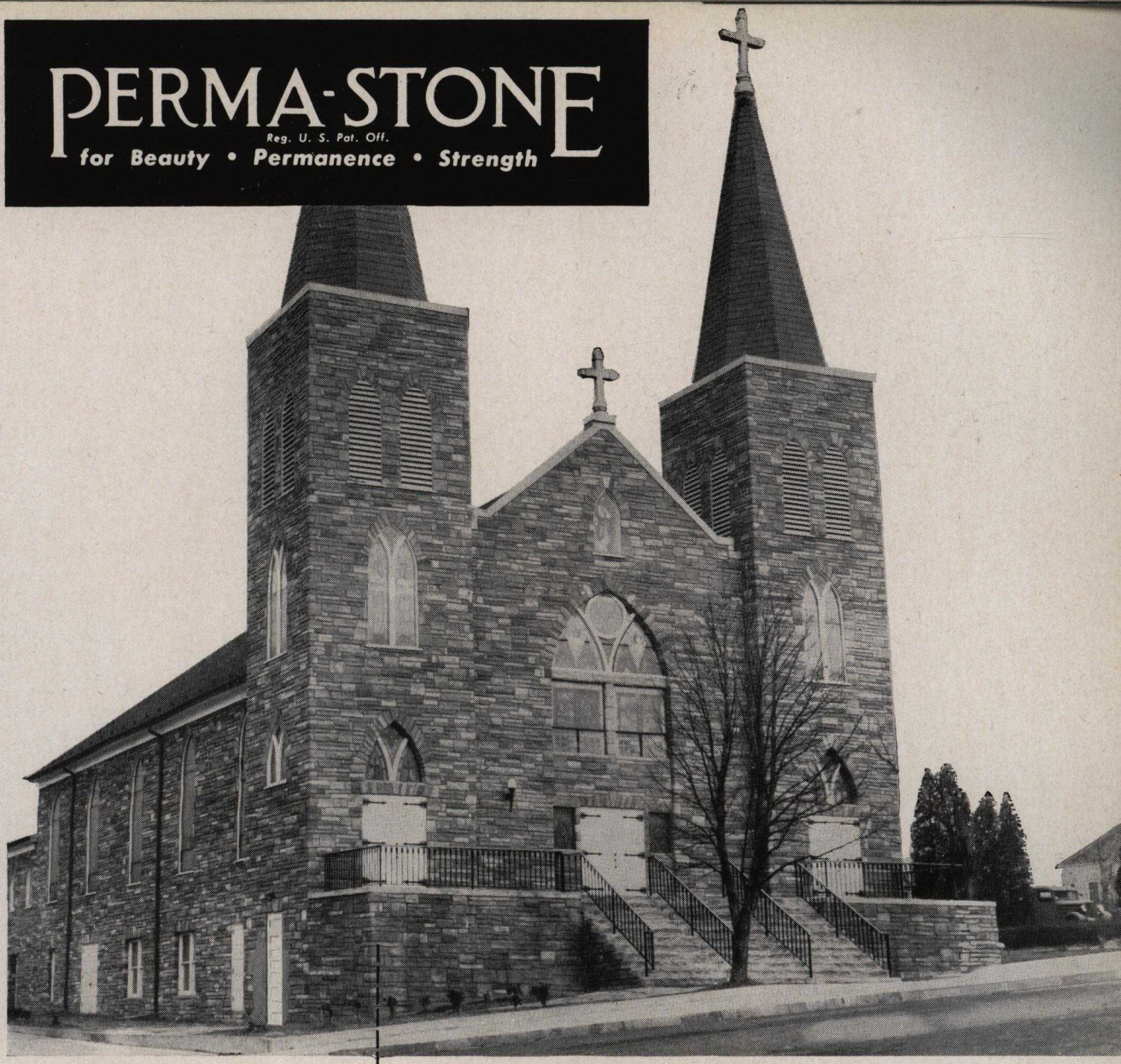
Perma-Stone Co., Desk A-19, 719 E. Hudson St., Columbus 11, Ohio

Send free Perma-Stone literature and name of your local dealer.

PERMA-STONE

Reg. U. S. Pat. Off.

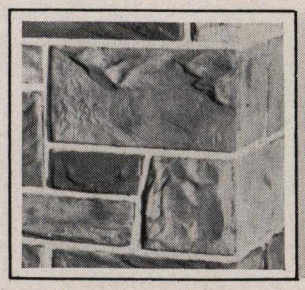
for Beauty • Permanence • Strength



The beautiful, modernized exterior of this fine church gives no hint of the shabby, crumbling condition of the masonry before Perma-Stone was applied over the old walls. Perma-Stone economically provides distinctive charm and character and offers many advantages that assure sound, enduring value.

beautiful, economical exteriors

The moderate cost of Perma-Stone makes it practical to modernize now instead of waiting indefinitely. The economical first cost of Perma-Stone is the last cost, for beautiful, everlasting Perma-Stone exteriors do not deteriorate or become outmoded. Nationally, for many years, they have proved they are weather-tight, fire-safe and vermin-proof. They provide insulation — make churches easier and less expensive to heat and more comfortable, winter and summer. Inspect the wide range of beautiful colors and get a free estimate from your local Perma-Stone dealer. Mail the coupon for free literature and dealer's name.



Genuine Perma-Stone is a scientific combination of crushed quartz, pure mineral colors, metallic hardeners and waterproofers — applied with hand moulds over walls of any kind. Available in a wide choice of beautiful color combinations.

Perma-Stone Co., Desk A-21, 719 E. Hudson St., Columbus, Ohio

Send free Perma-Stone literature and name of your local dealer.

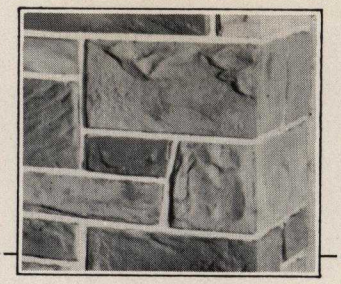
Name _____

Street _____

City _____ *State* _____

Here's the "before" and "after" of an unusual face-lifting beauty treatment. Note how two entirely different types of buildings were merged into one with Perma-Stone, its modern, impressive beauty replacing an ugly, obsolete exterior.

Perma-Stone lends charm to the outward appearance of funeral homes, suggesting the gracious service facilities within. It offers all the characteristics of stone and many other fine features — at money-saving cost. A modern Perma-Stone exterior is fire-safe, weather-tight and vermin-proof. It insulates for greater all-year comfort; reduces fuel bills; eliminates painting and other maintenance costs. Perma-Stone is a permanent investment with no loss of beauty or value as the years go by. The proof: many funeral homes with exteriors of Perma-Stone applied 15 or more years ago. See the Perma-Stone dealer near you, or mail coupon for free literature.



Genuine Perma-Stone is a scientific combination of crushed quartz, pure mineral colors, metallic hardeners, and waterproofers. Applied over walls of any kind, in colors and textures like native stone. Wide choice of beautiful, modern treatments.

Perma-Stone Co., Desk A-16,
719 E. Hudson St., Columbus 11, Ohio

Send Perma-Stone literature and name of your local dealer.

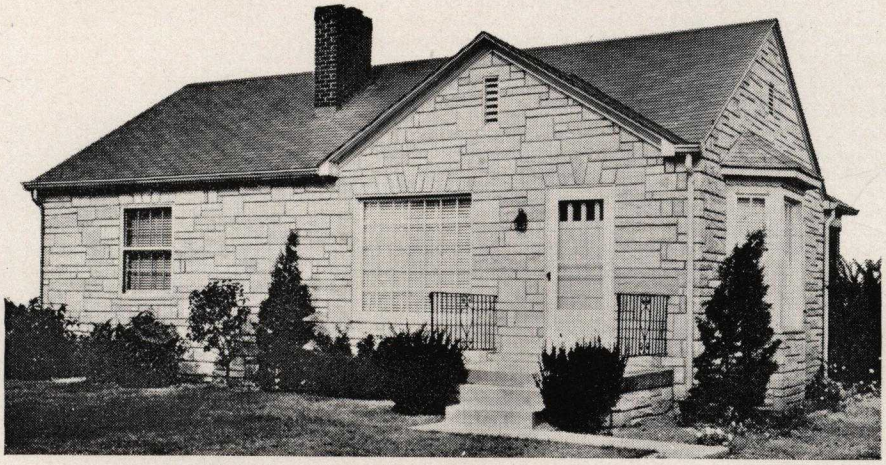
Name_____

Street_____ State_____

City_____

THIS AD IN CASKET AND SUNNYSIDE MAGAZINE — AUGUST - 1949
ALSO — IN AMERICAN FUNERAL DIRECTOR MAGAZINE — SEPT. - 1949

Charm... at modest cost!



for new homes or modernizing

A beautiful, enduring Perma-Stone exterior will give your home, large or small, an atmosphere of luxury and good living — at a cost that makes it a wonderful value. Ultra-modern and thoroughly practical, your Perma-Stone home will be an endless source of pride — and truly economical. No painting or other maintenance cost. No loss in value from deterioration. Perma-Stone exteriors are weather-tight, fire-safe and vermin-proof. They provide insulation and reduce fuel bills. Write for free literature and name of your local dealer.

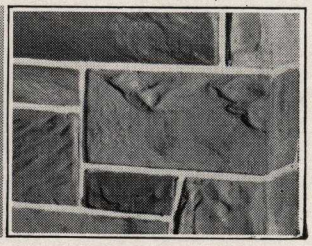
Perma-Stone Co., Desk A-15, 719 E. Hudson St., Columbus 11, Ohio

PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

Genuine Perma-Stone is applied with hand moulds over walls of any kind, in a wide choice of blended colors and distinctive treatments.



This ¼ Page Ad Appears in

HOLLANDS MAGAZINE

Oct. Issue 1949

PERMA-STONE CO.

Columbus 11, Ohio

Form H. M.—10-49

This Ad In—

AMERICAN . . HOME . . . . .

Sep't Issue—

On the News Stands

Aug. 25th - 1949

Key Desk A-17

The Same Ad In

HOUSE . . . . BEAUTIFUL . .

BUILDING MANUAL

Nov. Issue

On the News Stands

Oct. 25th - 1949

Key Desk A-11

PERMA-STONE CO.

Columbus 11, Ohio

FORM HBBM-A-H

Economical Exteriors

that Look Expensive

Perma-Stone has a thrilling way of adding charm to homes . . . gives them a substantial appearance that everyone admires — an expensive luxury look far beyond the cost of these smartly modern exteriors. And year after year your Perma-Stone home will let you enjoy real economy instead of adding continuous maintenance expense.

Nationally, for many years, Perma-Stone exteriors have demonstrated they are weather-tight, fire-safe and vermin-proof. They provide insulation for all-year comfort. They reduce fuel bills. There is no painting or other maintenance cost. If you are planning to build or modernize, see your local Perma-Stone dealer for expert suggestions and free estimates. Mail coupon for free literature.

PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

free folder

Perma-Stone Co., Desk A-11, 719 E. Hudson St., Columbus 11, Ohio

Send free literature and name of your local dealer.

[redacted]

This Ad In—

HOUSE BEAUTIFUL MAGAZINE

July Issue

On The News Stands

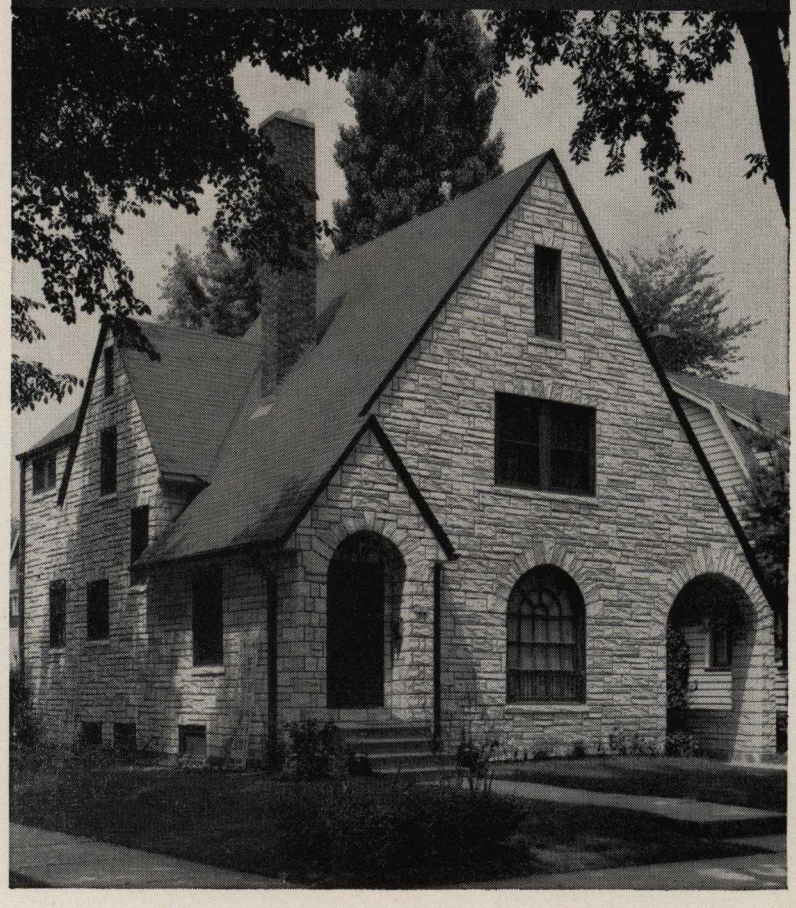
June 25th - 1949

PERMA-STONE COMPANY

Columbus 11, Ohio

FORM H. B. — 7-49

Exciting for new homes or modernizing!

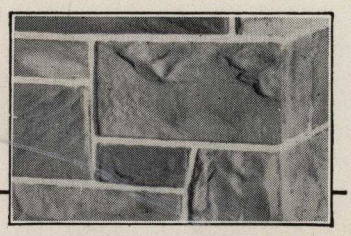


at a price you can afford!

Look into smartly modern Perma-Stone and you'll see why it stirs the imagination of home-planners. For new homes, or modernizing, Perma-Stone provides permanent beauty and distinctive charm at a price you can afford. It harmonizes with any type of architecture and can be used in many exciting ways to make your dream home come true.

Perma-Stone's many advantages make it a wonderful value. It insulates, adds winter-summer comfort, reduces fuel bills, eliminates future painting and other upkeep expense. It creates a weather-tight, fire-safe, vermin-proof armor to protect your home. Proved in thousands of dwellings. See your local Perma-Stone dealer for expert suggestions and estimates. Mail the coupon for free literature.

Genuine Perma-Stone is prepared and cast with hand moulds over walls of any kind, in colors and textures like native stone. Available in a wide range of smartly modern treatments.



PERMA-STONE

Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength

Perma-Stone Co., Desk A-10, 719 E. Hudson St., Columbus, Ohio

This Ad In—

AMERICAN . . HOME . . . . .

June Issue—

On the News Stands

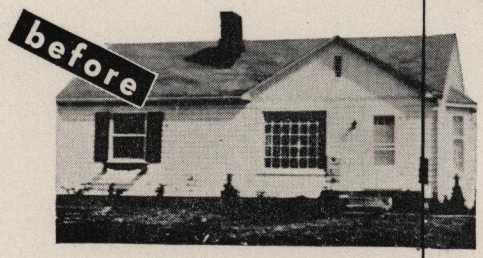
May 25th - 1949

PERMA-STONE CO.

Columbus 11, Ohio

FORM A. H.—49

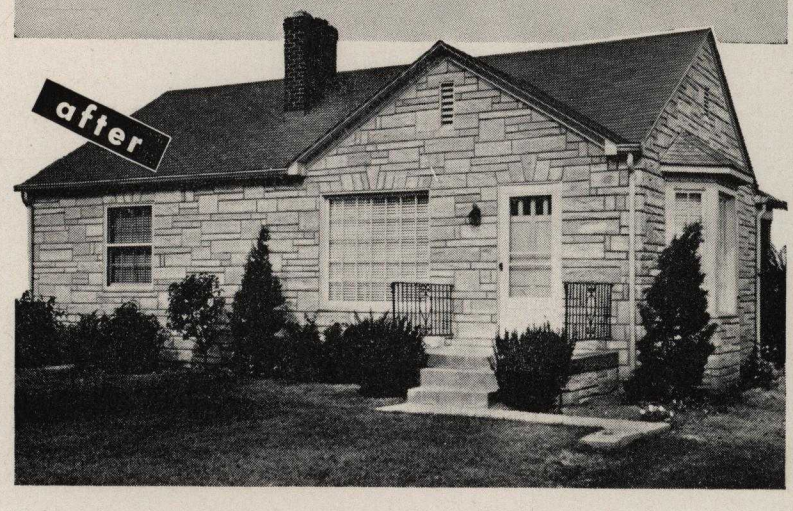
Modernize for lifetime beauty and economy!



PERMA-STONE

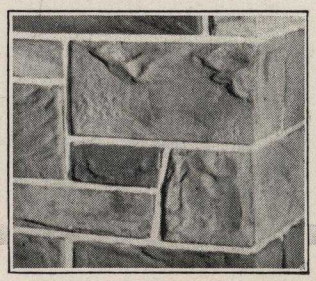
Reg. U. S. Pat. Off.

for Beauty • Permanence • Strength



For old or new homes, it's a wonderful investment . . . ultra-modern Perma-Stone, capturing the charm and character of natural stone, and truly economical in so many ways. Modernize with value-giving Perma-Stone —enjoy its permanent beauty and freedom from upkeep expense, its winter-summer insulating comfort and worth-while reduction of fuel bills. Smartly modern Perma-Stone exteriors are weather-tight, fire-safe and vermin-proof. Your local Perma-Stone dealer offers expert suggestions and free estimates. Mail the coupon.

Genuine Perma-Stone is prepared and cast by hand moulds over walls of any kind. In colors and textures like native stone. Wide choice of beautiful treatments.



Perma-Stone Co., Desk A-9, 719 E. Hudson St. Columbus 11, Ohio

Send free Perma-Stone literature and name of your local dealer.

Name

Form S. H. G.—8-49

THIS ½ PAGE APPEARS IN

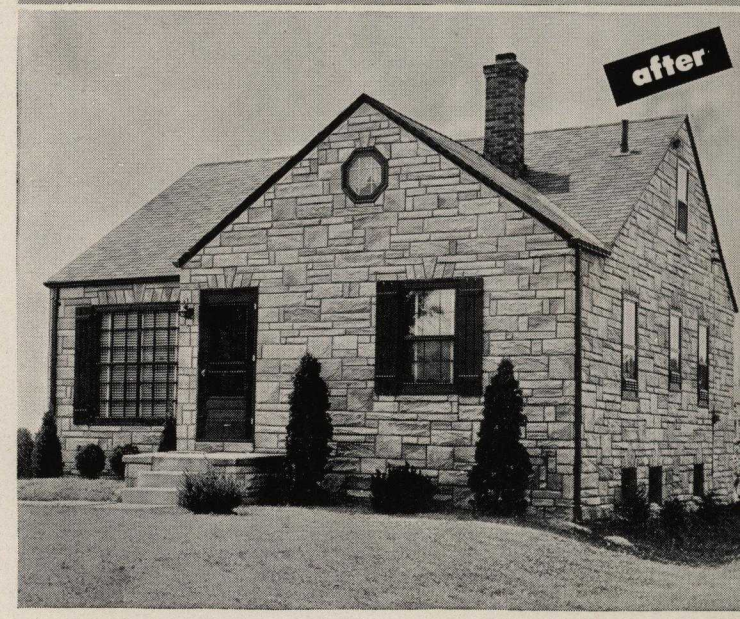
SMALL HOMES . . . GUIDE . . . . . .

APRIL 15th ISSUE
1949

PERMA-STONE CO.

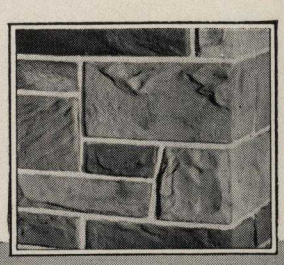
drab, outmoded homes

smartly, economically modernized



Perma-Stone offers exciting modernization for old or new homes at a price you can afford — smart restyling, with the distinctive character and everlasting charm of natural stone. With all it provides in luxurious beauty, insulation, comfort and gracious living, Perma-Stone is the truly economical choice for home exteriors—the first cost is the last cost. It quickly pays for itself in reduced fuel bills and freedom from future upkeep expense. It is fire-safe, weather-tight and vermin-proof. An investment that increases property values many times its cost. Nation-wide distribution by dealers who will be glad to offer expert suggestions and free estimates.

Genuine Perma-Stone is prepared and cast with hand moulds over walls of any kind, in colors and textures like native stone. Wide choice of smartly modern treatments.



PERMA-STONE
Reg. U. S. Pat. Off.
for Beauty • Permanence • Strength

Perma-Stone Co., Desk A 8. 719 E. Hudson St., Columbus 11, Ohio
Send free Perma-Stone literature and name of your local dealer.

CHART OF COLOR COMBINATIONS

INDIANA BLEND

NO. 101 COLOR COMBINATION

RED	U1	Y3	Y5
YELLOW	U3	U4	W7
BLUE	U7	B3	B5

FOREST BLEND

NO. 112 COLOR COMBINATION

RED	U1	U16	G6
YELLOW	U15	Y9	B3
BLUE	R4	R5	B6

COLONIAL

NO. 108 COLOR COMBINATION

RED	U1	W2	W7
YELLOW	Y1	Y3	U14
BLUE	U12	Y15	Y16

RUSTIC BLEND

NO. 114 COLOR COMBINATION

RED	Y3	R4	R5
YELLOW	U1	W2	W7
BLUE	U16	W9	B5

SANDSTONE

NO. 110 COLOR COMBINATION

RED	Y3	R4	R5
YELLOW	Y8	Y9	B3
BLUE	U16	Y10	B5

BERKSHIRE

NO. 115 COLOR COMBINATION

RED	Y3	R4	R5
YELLOW	U1	W7	W9
BLUE	U16	G6	B5

LIGHT LIMESTONE

NO. 111 COLOR COMBINATION

RED	Y1	M7	M8
YELLOW	M5	U14	Y15
BLUE	M1	M3	M6

CATSKILL BLEND

NO. 120 COLOR COMBINATION

RED	G6	U7	U4
YELLOW	W2	W7	W9
BLUE	U3	Z7	Z6

PERMA-STONE CO., 719 E. HUDSON ST., COLUMBUS 11, OHIO

TEXAS BLEND

NO. 90 COLOR COMBINATION

RED	Y1	Y1	Y1
YELLOW	Y15		
BLUE	Y15	M7	

SYRACUSE BLEND

NO. 100 COLOR COMBINATION

RED	W2	W7	W9
YELLOW	W7	W2	W9
BLUE	W9	W2	W7

ROCHESTER BLEND

NO. 130 COLOR COMBINATION

RED	U16	W7	U16
YELLOW	U16	W7	W7
BLUE	U16	W7	RX10

SPECIAL BLEND

NO. 150 COLOR COMBINATION

RED	RX3	RX6	RX7
YELLOW	RX6	RX3	RX7
BLUE	RX7	RX6	RX3

ADD SMALL AMOUNT R4 & R5

KNOXVILLE BLEND

NO. 135 COLOR COMBINATION

RED	U1	Y3	Y5
YELLOW	U3	U4	U7
BLUE	RX7	B3	B5

NO SOLID COLOR STONES

MEMPHIS BLEND

NO. 155 COLOR COMBINATION

RED	Y1	M7	M8
YELLOW	M5	U14	RX15
BLUE	M1	M3	M6

WEAVER FUNERAL HOME
Phone 3-6181 *303 Market Street*
KNOXVILLE 2, TENNESSEE

July 20, 1949

Mr. John Milford
710 West Third
Marion, Indiana

Dear Sir:

I am writing you at the request of Mr. Jess Bullock, of the East Tennessee Perma Stone Company, who has asked for a recommendation for Perma Stone, which I understand you are planning to use in redecorating your funeral home.

This I can do without the least hesitation, and will list a few things it has done for our building.

Eliminated a yearly painting of $700.00
Insulation - the building is now 30% cooler this summer and I am satistied it will reduce our heating cost by a large percentage. The appearance has improved 1000% (This is based on the comments of thousands of people)

The building has been completed for only five months but it looks better with age. We are located in the center of Knoxville where the soot fall is very heavy, Perma Stone shows no signs of soot stains or dirt.

Resp-
R. Weaver

LYNCH FUNERAL HOME

JOHN J. LYNCH, Proprietor
Corner North Michael and Maurus Streets
St. Marys, Pa.

Nov. 30, 1938.

TO WHOM IT MAY CONCERN:

I recently had the second and third stories of my stone and frame residence covered with Perma-Stone furnished by the Perma-Stone Company, Youngstown, Ohio, and I take this opportunity to express my opinion regarding the installation.

I am very much pleased with the work as I find that the Perma-Stone finish not only improved my property, but the natural stone finish renders an entire stone structure appearance of natural products.

I highly recommend the workmanship of the men who installed the work.

Yours very truly,

John J. Lynch

John J. Lynch.

WICK FRY JENNIE FRY GEO. W. SEEDERLY

FRY FUNERAL HOME

AMBULANCE 334 SOUTH MAIN STREET INVALID COACH

PHONE 38

COLUMBIANA, OHIO April. 21.1939.

Perma Stone Co,
144. W. Wood St,
Youngstown, Ohio.

Gentlemen,

The remodeling and Perma Stone work on my building having been completed, I wishto express my apprecation for theway the job was hanhled,
The Improvement particulary the beauty of the Perma Stonewas beyond my expectations and in my opinion is particulary suitable for a Funeral Home,

I have already recommended Perma Stone to acquaintances who are in my line of business because I feel that it is the ideal for their establishments,

Yours Very Truly,
Fry Funeral Home,
By, Wick Fry

GENERAL MORTGAGE SERVICE

721 VIRGINIA STREET, EAST
P. O. BOX 1516
CHARLESTON, W. VA.

May 4, 1939.

TO WHOM IT MAY CONCERN:

We have made numerous loans on homes in Charleston and surrounding territory in the past one and one-half years on which Perma-Stone has been used and we are pleased to express our opinion of this product as well as the satisfactory business relations with the Perma-Stone organization in this territory.

Perma-Stone, as a general rule, is applied to better class homes. Where Perma-Stone has been used, we have noted that property owners are well pleased and in most instances highly enthusiastic.

Taking into consideration the appearence, durability, costs in repair and up-keep as well as many other features, we are glad to recommend Perma-Stone to the consideration of anyone.

Very truly yours,

GENERAL MORTGAGE SERVICE,

By D. C. Young

W. O. WALLACE
ATTORNEY AT LAW
COLUMBIANA, OHIO

April 20, 1939

Perma-Stone Company
Youngstown, Ohio

Gentlemen:

Adding to your survey of owners who have used Perma-Stone in the past I am more than pleased to state my opinion of the product.

My building, built by the pioneers over 100 years ago out of soft brick and lime mortar was in bad condition. Various attempts had been made toward repairing and preserving the walls, including pointing, paints and finally stucco, which failed after a short time. Action was imperative but naturally I was skeptical of Perma-Stone due to sad experience with the other materials.

Upon your assurance that Perma-Stone would really last I granted you the job and now after 3 years, I am fully satisfied that Perma-Stone is as you represent it.

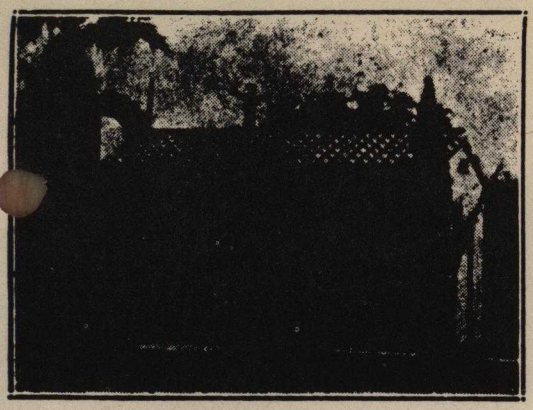
In addition Perma-Stone has greatly improved the appearance and the value of the building and I will be pleased to recommend your company and its products to any one.

Yours sincerely,

W O Wallace

W. O. Wallace

WOW:REB



THIS LOCATION MORE THAN 30 YEARS

EVERYTHING IN
REAL ESTATE

RESIDENCE PHONE L. B. 244-11
OFFICE PHONE 217-95

A. C. YINGLING

LICENSED REAL ESTATE BROKER
6612 LONG BEACH BLVD.
LONG BEACH, CALIF. 4-24-47

Linberg Construction Co.,
5034 Hollywood Blvd.,
Los Angeles, Calif.

Gentlemen:

I take pleasure in recommending your Perma-Stone construction.

I have had it on my Real Estate office for a period in excess of fifteen years and I find it to still have an outstanding appearance.

During that period of time I have had the office moved on two different occasions and it has never even cracked.

It also went thru the earthquake of 1933 that completely demolished a building that stood within 100 feet of the office with no damage whatsoever.

It would be a pleasure to have you recommend my place of business to any that may have any doubt as to the lasting qualities of Perma-Stone construction.

Respectfully yours

A. C. Yingling.

HUTTON TOURIST COURTS
3630 N. W. 39th
OKLAHOMA CITY, OKLA.

Perma-Stone Oklahoma City Co.
221 N. E. 36th St.
Oklahoma City, Oklahoma

Dear Sirs:

It is a pleasure to tell you of my satisfaction with the Perma-Stone installation on the Hutton Tourist Courts.

The cottages were formerly of frame construction. Perma-Stone has eliminated the constant cost of painting. The insulation value could not be duplicated by any other product.

The beauty of the buildings has increased the valuation of my property and captured the tourists eye, therefore increasing our business.

You ma use my name as a reference in all future business.

Very truly yours,

HUTTON TOURIST COURTS

By Ruby Hutton

Ruby Hutton, Owner

RH:ar

CITY OF YOUNGSTOWN
YOUNGSTOWN, OHIO

DEPARTMENT OF PUBLIC WORKS
DIVISION OF BUILDING INSPECTION
PAUL BOUCHERLE
BUILDING INSPECTOR
AND
ZONING ENGINEER

April 18th., 1939

ELMER C. CARLSON
PLUMBING INSPECTOR
JOHN N. YAHN
ELECTRICAL INSPECTOR
JESSIE M. LYNCH
SECRETARY

To Whom It May Concern:-

"Perma Stone" made of Portland Cement and aggregates used as an exterior or interior veneer applied on metal lath, brick or tile walls has been used in this City approximately eight years and has been found to be safe and durable.

Paul Boucherle
BUILDING INSPECTOR.

City of Minneapolis

DEPARTMENT OF BUILDINGS

213 CITY HALL

JOHN E. NELSON, INSPECTOR OF BUILDINGS

Oct. 2, 1947

B. R. B. Magee
Suite 608
330 Bay Street
Toronto 1, Canada

Dear Sir:

Received your letter dated Sept. 30th this morning regarding "Perma-Stone". We have not had any special tests made, but we do have the job tests that have been done for years. This I consider better than any test that could be made in a laboratory.

First we get a good scratch coat and a second coat well scratched and dry before "Perma-Stone" is put on. If this is done, you should have no trouble with the Bond. We have had fine results in this city, free from cracks or other trouble.

We hope this answers your questions.

Yours truly,

C. A. Potter

(C. A. POTTER)
Plastering Inspector

FRED MANLEY ASSOCIATES
ARCHITECTS - ENGINEERS
216 Twelfth Street - Phone 3-9526 - Knoxville, Tennessee

January 19, 1949

Mr. J. D. Bullock
504 Sherrod Road
Knoxville, Tennessee

Dear Sir:

I have just been to the Highland Avenue Baptist Church which you are building and inspected the sample of Perma-Stone that you have set up as an exhibit at the Church. It is certainly a very beautiful wall and has every characteristic necessary to please the eye of the most discriminating person. I will not go into details but anyone who will take the trouble to look at this material will realize that you have something that the very finest of buildings can use on their exterior.

I shall watch the progress of this work on the Church with interest and hope that you will have success in interesting prospective property owners in using the material for a more attractive Knoxville.

Yours very truly,

FRED MANLEY ASSOCIATES, ARCHITECTS

By Fred Manley

FM/mp

ARTHUR O. DUNN
LANDSCAPE ARCHITECT
NEW CASTLE, PA.

15 March 1959

The Perma-Stone Company
144 W Wood St
Youngstown Ohio

Gentlemen:

I wish to take this means to express my appreciation of the recent Perma-Stone installation, which has been the subject of much favorable comment from all who have seen it. Personally, I am very pleased with the workmanship, and the care used in selecting the materials.

It has been several years since you have installed the first Perma-Stone for me, and that first installation looks even better to-day than when first applied. This bears out your statements at the time, when you mentioned its permanence and the resistance to dirt and fumes.

I shall be very glad to recommend Perma-Stone to anyone interested. For your information, it may interest you to know that the higher aprraisal value of this type of construction was a surprise, which certainly shows the acceptance of this material by money lending agencies.

Yours very truly,

Arthur O. Dunn

Arthur O. Dunn L.A.

Perma-Stone
Exterior Finish for
All Types of Buildings

TAylor 6420

Earl A. White
CONTRACTOR
7024 Eastern Avenue, Northwest
Takoma Park
Washington 12, D. C.

November 14, 1946

Perma-Stone Company
719 E. Hudson Street
Columbus, Ohio

At. Mr. E. J. Miller

Dear Friend Ed:

For the past eight years I have represented your organization here in Washington as Perma-Stone dealer. Having a conservative type of makeup is my only excuse in failure to have previously expressed the satisfaction this relationship has been both in my dealings with you and the standing your product has helped me to attain in this City and community.

As you are probably aware I have never indulged in the general back patting that goes on in this City, and seldom s solicitor of commendation. Yet, every day I am the receiver of both of these from new and old customers. Insofar as I know and feelings to the contrary would soon become evident, there exists no customer of mine who has had a regret in the purchase of Perma-Stone. This applies likewise to the many financial instutions who have frequently furnished funds.

Even to me there is marvel in the stability and soundness of the product when examination is made of early construction and find after all this time there can be no anticipated need for a service department.

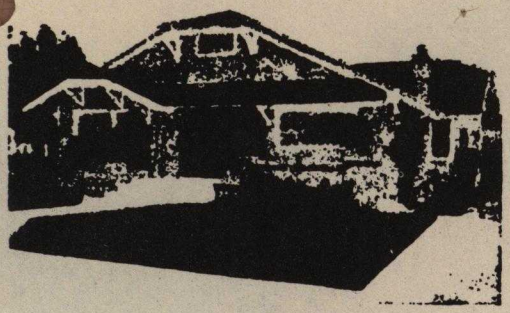
You are entitled to share in all this glory, consequently my reserve has broken down to the point of passing it along.

Yours truly,

Earl A. White

I BUILD ON YOUR LOT
NOTHING DOWN

RESPONSIBLE AND SUCCESSFUL
BUILDER SINCE 1903



W. G. IVERSON

Contractor and Builder

DUPONT 4556
MINNEAPOLIS, MINN.

April 29th, 1932

Mr. Frank P. White Co.
Minneapolis, Minn.
Dear Mr. White.

Due to the entire satisfaction we have experenced with your Perma Stone Process, we feel that we owe you some recognition, and you are at liberty to use this letter in any way you may see fit.

We have used brick and stone for a good many years in our construction of homes, but find that due to the cost of Perma Stone and it's decorative value for both interior and exterior work we are in a position to build a better class of homes at less cost and to the entire satisfaction of the people we are building for.

We want to call your attention to the fact that we have built more homes in the Twin Cities than any other builder operating either individually or in form of a corporation, and are using Perma Stone entirely on all home building.

Also wish to mention that Perma Stone has helped us materially in selling the homes we have built on speculation.

Your's truly.

W. G. Iverson

Baldwin & Howell

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Licensed Real Estate Brokers

ESTABLISHED 1865

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San Francisco 8

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RENTING
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APPRAISING
SUBDIVISIONS
PROPERTY MANAGEMENT

CABLE ADDRESS "BALHOW"

December 20, 1949

Perma-Stone Improvement Co. Inc.
735 Gough Street
San Francisco, California

Gentlemen:

We want to tell you how pleased we are with the Perma-Stone front and the excellent work you did to improve property located at 358 Sutter Street in San Francisco.

We are more than satisfied with everything about Perma-Stone and can highly recommend it to anyone wishing to enhance the beauty of their property. When we think of the transformation which took place in a few weeks we can hardly believe it.

You might also wish to know that since the improvement has been completed, we have had many compliments on the appearance of the building.

It is an investment well worth while, as it has greatly increased the value of this property.

Yours very truly

BALDWIN & HOWELL

By R E Holl
R. E. Holl

REH:br

JOSE J. QUESADA
4543 CALIFORNIA STREET
SAN FRANCISCO
Scenic Artist

November 18, 1949

Perma-Stone Improvement Co., Inc.
735 Gough Street
San Francisco, Calif.

Attn: Mr. Arnold Katz

Gentlemen:

It is indeed very difficult for me to contain myself in my enthusiasm and elation when I write you.

My enthusiasm stems first of all, being a scenic artist, from the beauty and richness of Perma-Stone, and my elation from the fact that the value of the building has increased tremendously since it was Perma-Stoned, and this increase took place in a declining market.

In the years 1944 and 1945, the best offer I could get for my building was $20,000.00, and as I did not feel that this was the proper evaluation of my building, I did not sell.

As the market receeded and prices declined, I decided to Perma-Stone the building at a cost of $2600.00. After the building was finished, offers came from several people to buy the building, and in October, 1949 I was offered $28,000.00. Taking the best offer of $20,000.00, prior to Perma-Stone work, and its cost of $2600.00, I could sell the building for an additional $5,400.00 because of the Perma-Stone improvement. This represents a real profit to me of well over $6,000.00 as the market has fallen far below the peak years of 1944 and 1945.

Now I am sure you can appreciate my elation and enthusiasm as now, not only is our home beautiful but it has real value.

Sincerely,

Joseph J. Quesada

THE PENNSYLVANIA STATE COLLEGE
STATE COLLEGE, PA.

ASSISTANT TO THE PRESIDENT
IN CHARGE OF EXTENSION

October 27, 1948

Mr. Edward Miller
President, The Permastone Co.
719 East Hudson Street
Columbus, Ohio

Dear Mr. Miller:

Mr. Marvin A. Mesnick, of the Mesnick Insulating Co. of Pottsville and Shamokin, Pennsylvania, stopped at my house the other day to look at the Permastone work. He told me that his company was an agent for the Permastone products and he made a special trip to see the house, inasmuch as it was in one of your pieces of advertising literature.

He asked me how old the Permastone construction was and I told him that it was a trifle over 10 years, as it had been put on in August 1938 as I remember it. I told him that Mr. Miller had been the salesman and that you had been kind enough to visit me at the Hahnemann Hospital in Philadelphia following the completion of the work, which was how I was able to remember that the job had been done in the summer of 1938. I can't forget the kidney stone operation that took place the following January.

Mr. Mesnick told me that you were now the president of the company and that you had moved from Youngstown, Ohio. I thought I should tell you that we have had many visitors over the past 10 years who have stopped to admire the work and who were interested in installing Permastone on homes of their own.

If you happen to have one of the advertising pamphlets that contains the picture of my house, I would appreciate it very much if you would send me one of these pamphlets, as I should like to see it. I don't suppose that it shows up too well in your photograph, for as I recall the shrubbery was not very well grown at the time and the house looked quite bare.

If you happen to get to this part of the country again, I will be happy to have you drop around and stay with us. I hope that you are doing well, for I think you have an excellent product. My 10 year guarantee is up and so far as I can observe, the Permastone work is as good as new. There are no cracks that I can observe and undoubtedly the work will last for an additional 15 years surely.

With very best wishes, I remain

Sincerely yours,

J. O. Keller
Assistant to the President
in Charge of Extension

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● Our Products Nationally Advertised—Known the World Over
FACTORIES: 303 TO 307 NORTH CARDINAL AVENUE
Phone JEfferson 5878

The NATIONAL Pet Supply Co.
GENERAL OFFICE AND SALESROOMS, 31st AND OLIVE STREETS
ST. LOUIS 3, MISSOURI, U. S. A.

August 20, 1947

Perma-Stone Company
6353 Manchester
St. Louis, 10, Missouri

Gentlemen:

In accordance with our contract, herewith enclosed is the final payment for the work you did at 845 East Big Bend Road.

We want to thank you for the nice quiet way your men did the work, the pleasant manner of the men, as well as the good work they did so quickly.

We are indeed proud of our home now and, as so many say, it doubles its value. The great happiness is that it not only adds to our comfort, but as some of our neighbors have said, it is the most attractive home on Big Bend Road. Thanks to you folks; we are indeed grateful. Some day any of you are passing by, stop in after a few weeks and the inside with its valuable art works, China marble, paintings-bronze, etc., will make you folks just as proud as we, that you have helped us enjoy life more and made for us a finer, happier home we are proud of.

Sincerely,

GAH:gla

Gates A. Halfin

Largest Complete Pet Supply House in the World

We care daily for more than one thousand birds; Continuous research. Constant improvement.

HIVELY C. CHINBEY
PRESIDENT

CHICKEN IN THE ROUGH SYNDICATE

OKLAHOMA CITY, OKLAHOMA

BEVERLY OSBORNE
CHAIRMAN OF THE BOARD

OFFICES
500 W. GRAND-PHONE 3-6366

SHIPPING & RECEIVING WAREHOUSE
215 W CALIFORNIA

November 9, 1946

Perma-Stone Oklahoma City Co.
221 N. E. 36th St.
Oklahoma City, Oklahoma

Gentlemen:

The recent application of Perma-Stone on our Beverly's Drive In has more than met my expectation.

As you know, my original intention was to cover the new section of the building constructed of cement blocks, but the beauty of your product convinced me that the old section, built of natural stone was colorless and drab. Therefore I am having the entire building covered with Perma-Stone.

The flexibility of Perma-Stone enabled us to make a beautiful tower on the front of the building that could not be duplicated by any other stone.

It is with great pleasure I am willing to recommend the Perma-Stone product to any of your future customers.

Yours very truly,

Beverly Osborne

Beverly Osborne

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PHYSICIAN AND
HOSPITAL SUPPLIES
BIOLOGICALS
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BABY NEEDS

Ehrhardt's
DRUG STORES

TELEPHONE 6344 314 N. MAIN ST.
KOKOMO, INDIANA

SUNDRIES
KODAKS
FOUNTAIN
TOBACCOS
CANDIES
TOILETRIES

June 18th
1948

Walton Permastone Company
Walton Ind.

Attention Mr. Turner

Dear Mr. Turner;

It is with a great deal of pleasure that I write you this letter telling you how pleased Mrs. Ehrhardt and myself are with the PERMASTONE finish your company has just completed on our home. As you know we investigated rather extensivly prior to deciding on PERMASTONE, as to its beauty as well as its enhancement of the value to the property. We are really very happy with the transformation.

One other matter has come to my attention on several occasions during this work, which I feel you should know about. It has been a pleasure to have your working crew on this job. They should be commended for their sincere interest in protecting the property during this work. They have tried at all times to as nearly as possible replace everything to its original condition. I will appreciate very much if you will convey to them our thanks.

Very truly yours

A.T. Ehrhardt

A.T.Ehrhardt.
1212 W. Maple
Kokomo Ind.

LINCOLN 0250

CENTENNIAL BAPTIST CHURCH

SEVENTH AND EYE STREETS N. E.
WASHINGTON 2, D. C.

"God's Corner"

WILSON HOLDER
PASTOR

MARGARET F. MAURO
CHURCH VISITOR

ADELINE S. MOORE
CHURCH SECRETARY

KENNETH W. JOHNSON
BIBLE SCHOOL SUPT.

November 12, 1946

To Whom it May Concern:

In July, 1943, Mr. Earl A. White, Perma-Stone Contractor, completed the work of putting a Perma-Stone finish on the exterior of our Church building. It changed our building from a rather drab, unattractive atructure to a thing of beauty. After three years of service, the finish is weathered and mellowing and is more attractive than ever. There is no indication of any deterioration at present or to be expected.

Our people were so enthusiastic about the change, that we were able to pay cash for this improvement.

Mr. White, in his dealings was most conscientious and our association with him was wholly pleasant. We can unreservedly recomend him and his fine work to anyone needing the type of improvement he can provide.

Yours Most Sincerely,

Wilson Holder

Wilson Holder, Pastor
Centennial Baptist Church
Washington 2, D.C.

WH/am

St. Aloysius Church
235 West Fifth Street
East Liverpool, Ohio

February 10, 1934.

James A. Brennan Inc.,
Youngstown, Ohio.

Gentlemen:

I wish to take this opportunity of expressing my sincere thanks for the splendid piece of work you did in Perma-Stoning the Sister's Home of St. Aloysius Parish in East Liverpool, Ohio. The work has added a hundred per cent to the appearance and life of the building. The job was greatly admired by the people in the congregation. While the work was being done and after its completion, it was inspected by the President of the largest and oldest building contracting firm in the city and in his opinion the work was done thoroughly, competently and is a durable job.

Sincerely yours,

Jas. T. Ruth.

St. Joseph's Church
331 NORTH THOMAN STREET
Crestline, Ohio

Nov. 11, 1946

Attention Mr. E. Miller
The Perma-Stone Co.
700 Block Hudson St.
Columbus, Ohio

To whom it may concern:

It was about 6 years ago that I investigated for some time the different methods in use in veneering external walls. This was due to the fact that our church, which was a brick structure of over fifty years standing, required treatment. We investigated several buildings of many years treated with Perma-Stone, and located in Ohio. We decided to apply this treatment of Perma-Stone. For beauty and durability we have no regrets in this manner of treatment. We have looked in vain to locate any disintegration in any of the blocks despite the climatic condition in this locality.

The Bishop of this Toledo Diocese is very much pleased with the result as are also all who have looked it over.

A pastor in New York State wrote me in reference to this project and after hearing my comment on it, replied that, after receiving my comments, he was now settled ninety-five percent on Perma-Stone, even in the severe climatic conditions in his state.

This past summer, a few blocks from our church, another church was completed with Perma-Stone, and looks very good.

Yours sincerely,

F. A. Slattery

(F. A. Slattery, Pastor)

REV. WM. VAN REES, PASTOR

Second Christian Reformed Church of Roseland

OFFICE OF

10643 PERRY AVENUE

Chicago 28, Illinois

February 12, 1949

Builders' Improvement Co.
Addison, Illinois

Gentlemen:

The beautiful "Light Limestone" blend of Perma Stone recently applied to our 55 year old frame church building has improved the appearance beyond our fondest expectations.

The method of application seems to be so structurally sound that the engineer who examined our building before the work was started, recommended your product without reservation.

We have also noticed that the structure has been solidified as former creaking noises, during high winds, have disappeared.

We are well pleased with the manner in which you handled our job, and we will recommend your company to others who may be interested in beautifying their property with Perma-stone.

Very truly yours,

Second Christian Reformed Church
Building Committee

Richard L. Hoekstra

BY Richard L. Hoekstra

RLH:dve

P.S. We wish to add that the appearance of the stone, after almost a full winter, is fresh as ever and it seems that the dirt and grime of the city does not adhere to it.